Introduction

In business we all rely on other people to get things done. Everyone affected by what you are doing is a stakeholder, and you need them on your side. Engaging stakeholders and winning their support is crucial to success. Yet most of us do it by hit-and-miss. There is a more effective way.

This highly interactive, two-day workshop will enable you to:

> Identify, prioritise and engage your stakeholders to appreciate their perspectives, and be open to different opinions
> Gain feedback from your stakeholders as to how you can improve your influencing skills
> Earn the respect of your stakeholders by understanding their business and learning about their interests and priorities
> Develop strategies to work closely with stakeholders and enhance the outcome of your negotiations
> Confidently facilitate stakeholder meetings and manage conflict situations
> Achieve results with a culturally diverse set of stakeholders
> Create a Stakeholder Engagement Plan to apply the skills you learn

Who should participate?

Anyone who is driving change in an organisation and needs to influence others.

These people are usually in roles such as Strategy, Project Management, Sourcing, Operations, Technology, Finance, Product Management, Sales, Service, Marketing, HR, Learning & Development, and Change Delivery.
The Benefits of Stakeholder Engagement

By communicating with stakeholders early and frequently, you can

- Learn about their goals and priorities
- Work out how your project helps them achieve their goals
- Ensure they understand the benefits of your project
- Anticipate their reaction
- Counteract negative perceptions before they take hold
- Use their opinions to shape projects at an early stage
- Avoid expensive, time-consuming remedial action
- Win wide support by demonstrating the mutual benefits of your project
- Improve the quality of your project
- Win more resources, making it more likely your project will be a success
- Make sure your plans take into account all regulatory issues

Day 1

- Business Case Study
- Conducting effective stakeholder meetings
- Managing a stakeholder community - Identify, Prioritise, Engage, Monitor
- Behavioural style analysis
- Influencing different stakeholders

Day 2

- Consulting, negotiating and selling skills
- Communicating change and handling conflict
- Dealing with cultural challenges
- Delivering bad news
- Planning stakeholder engagement

Please refer to the last page for a detailed workshop outline
Facilitator

Bern Jones
Managing Director,
IMPACT Corporate Training

Bern has trained over 10,000 people around the world in sales, stakeholder engagement, influence, leadership and service. These people are senior managers, project leaders, sales heads, technologists, operations managers, product developers, relationship managers, sales consultants and service officers. He has delivered training to major financial institutions such as Bank of Queensland, Standard Chartered, HSBC, JP Morgan, AXA, ABN AMRO, VISA, Westpac, ANZ, DBS and RBS. In the multinational sector he has trained groups from many different firms such as Microsoft, J&J, Shell, Reuters, Honeywell, Phillips and British Telecom.

Bern has applied his engagement skills in building these relationships and winning this business. He brings this expertise to the training and draws on the experiences of the group to create a positive and practical learning event. Bern is a culturally aware, insightful trainer who has the ability to connect with people at all levels.

Testimonials

“This training workshop is essential learning for anyone delivering projects or implementing change. It explores the concept of influence in great detail and gives everyone practical tools to apply on the job”

Peter Groenewoud
Head of Technology – Malaysia,
Scope International
(a wholly owned subsidiary of Standard Chartered Plc)

“IMPACT trained over 150 of our senior project managers in Stakeholder Engagement Skills in Europe. The influencing and consulting skills taught proved to be an excellent accompaniment to the managers’ strong technical project skills. Applying the tools learned resulted in earlier project delivery, satisfied customers and significant savings on project costs”

Nico de Roo
Senior Project Manager & Vice President ABN AMRO
ABN AMRO The Netherlands
Workshop Outline

Note: This content is negotiable with each client depending on learner requirements.

Day 1

MORNING
Business case study: You will work in teams to analyse a complex business case which you then need to present to a group of stakeholders to gain their approval. You receive feedback on your ability to engage and influence. We identify a list of engaging behaviours to apply and disengaging behaviours to avoid.

Conducting effective stakeholder meetings: Strong facilitation skills are essential to stakeholder engagement. You will learn the skills of connecting with all members of a group and keep the momentum going towards your goal.

AFTERNOON
Managing a stakeholder community: Taking the time to regularly identify, prioritise, engage and monitor your stakeholders takes discipline. We introduce you to some straightforward tools that will help you manage the whole process. You will facilitate a stakeholder meeting to gain agreement on a project heatmap.

Behavioral style analysis: You will learn about your own style, your strengths, and how others perceive you. You will also learn how to identify your key stakeholders’ styles. This knowledge is critical in helping you cater for a variety of preferences and engage with many people.

Influencing different stakeholders: Working in teams with people of similar styles to your key stakeholders you learn specific influencing strategies to apply immediately at work.

Day 2

MORNING
Consulting, negotiating and selling skills: We are constantly involved in consulting, selling and negotiating at work, but many people are not trained in these skills. You will learn how to apply a six-step model that enables you to gain strategic information to improve your business outcomes.

AFTERNOON
Communicating change and handling conflict: Change by nature generates resistance amongst those who are negatively impacted. You will learn about stress and conflict and how you can control such situations.

Dealing with cultural challenges: Working with stakeholders from different cultures sometimes gives rise to misunderstanding and negative reactions. This can create obstacles and cause unnecessary problems. By understanding the six patterns of cultural differences you will be well prepared to minimise such challenges.

Delivering bad news: These meetings are usually hotbeds of emotion. In this session you will learn techniques to confidently plan for and facilitate such events.

Planning stakeholder engagement: You will prepare a Stakeholder Engagement Plan to apply at work to enable you to see immediate results.