MERCURY

Building and Managing partnerships with stakeholders

02 - 06 Sep 2024
Rome (Italy)

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Ref.: 15460_308766 **Date:** 02 - 06 Sep 2024 **Location:** Rome (Italy) **Fees:** 4900 **Euro**

Introduction

A stakeholder is an individual, group, or entity that has an interest in a company because they are impacted by its activities or have the potential to do so. Every organization, whether it is in the public or private sector, is affected by stakeholders. Some of these stakeholders are internal, while others are external. However, the higher priority stakeholders need to be involved, their expectations understood, and strategies developed, planned, and put into action to acknowledge and address their concerns. As part of good governance, all groups of stakeholders must be acknowledged and treated fairly. Stakeholder management requires both hard and soft skills, as well as some knowledge of people's motivations, cultural norms, and communication styles. Finally, it requires the capacity to persuade and negotiate honestly. As well as a cutting-edge standard, this course will introduce you to the pertinent tools and techniques that will enable you to engage and manage stakeholders effectively. In order to accomplish your objectives, you will need to learn about stakeholder management processes, gain insight into human behavior and how to influence it, analyze and plan your communication strategies, and use principled negotiation and influencing without authority techniques. This will be accomplished through a combination of brief theoretical units supported by numerous interactive exercises and role plays that will allow you to put your newly acquired skills to use in a secure learning setting.
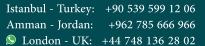
Targeted Groups

- Senior leaders and managers
- novice supervisors and managers
- competent supervisors and employees, especially those in HR and finance
- Whoever needs to comprehend Participants and stakeholder involvement
- individuals taking part in transformational initiatives
- PMO, project, and program staff

Course Objectives

Unit 1: Describe the processes, important papers, and process flow involved in managing stakeholders.

- Describe how to identify and prioritize stakeholders, as well as how to understand their expectations.
- Create and distribute communications that encourage participation from stakeholders.
- Show that you have the capacity to understand how personality and conduct may be used to manage stakeholder expectations and goals.
- Give instances of various cultural manifestations and the effects they have on the outlook of your stakeholders.
- Demonstrate how to conduct fruitful agreements utilizing ethical negotiating strategies.

Unit 2: Initial Principles Stakeholder Audience Identification and Definition

- Overview of managing and engaging stakeholders
- The procedure for including stakeholders and important documents
- Finding the stakeholders
- Creating and evaluating stakeholder profiles producing the stakeholder register
- Evaluating positive and negative interests
- Examining the disparity between necessary and current stakeholder perceptions
- Choosing an appropriate stakeholder management strategy

Unit 3: Stakeholder communication strategy and effectiveness evaluation

- Preparing communications for stakeholder involvement
- Determining and communicating the main points
- Stakeholder communications creation
- Meetings with stakeholders are organized and run
- Addressing the concerns of stakeholders
- Escalating concerns with stakeholders for high management to resolve

Unit 4: Communication Techniques for Stakeholder Management

- How empathy may be used to manage stakeholder relationships
- The basis for all successful partnerships is trust.
- Why influence, persuasion, and manipulation are distinct from one another and what difference they make
- Stakeholder management is affected by personality variables including feedback on a personality type questionnaire, to be taken in class
- How to read behaviors and how they relate to personality
- How to exert influence without formal authority
- What emotional intelligence entails and why it's important

Unit 5: Negotiating Successfully

- Background and bargaining environment
- Reservation areas, prospective agreement zones, and the most advantageous alternatives to a negotiated agreement
- The distinctions between "soft" and "hard" negotiating strategies and why they matter
- Normative bargaining, aggressive strategies, and crucial decisions
- Protocols and procedures for negotiations
- Techniques and instruments for negotiation
- Control of a negotiation

Unit 6: What the Culture Does Engagement of Stakeholders and Management

- What exactly does culture mean?
- Culture of a division or business unit
- Communicating with many cultural groups
- Negotiating with many cultural groups
- Review of the lesson and awarding of certificates

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