

Workshop Outline



“Your Project Management Knowledge Connection”

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OVERVIEW

A key business success factor is managing stakeholder's needs & expectations. During this workshop you'll learn how to identify the right stakeholders, their roles, obtain their commitment 'buy-in', align & prioritize their requirements to organizational objectives, & manage their expectations. Also vital to the project success, is 'continuous stakeholder engagement' throughout the project life cycle. You'll learn to determine when and where to engage them, & the optimum level of effort to allocate to each stakeholder. This workshop covers a disciplined structured approach and framework to stakeholder management. You will gain stakeholder engagement tools and techniques you can immediately apply back at work.

AUDIENCE

The workshop is appropriate for people working in an environment who want to improve the engagement of stakeholders i.e. Business Analysts, Systems Analysts, Subject Matter Experts, Project Managers, Project Team Leads, Program Managers, Operational Managers and key Stakeholders. The workshop is very hands-on, hence it is recommended to limit to a maximum of 16 participants.

BENEFITS

- Learn how to define a stakeholder engagement strategy
- Improve your ability to identify the right stakeholders
- Identify stakeholder barriers before they occur
- Learn how to plan, execute and refine a stakeholder engagement plan
- Build a pragmatic approach to stakeholder engagement
- Develop an Understanding of When & How to Continuously Engage Stakeholders Throughout the Project Life Cycle
- Ensure crystal clear understanding with stakeholders of their project role
- Understand the power of relationships & how relationships can influence key people & groups
- Generate cooperation, collaboration & consensus with stakeholders
- Use a Structure Approach to Balance Stakeholder's Conflicting Needs
- Apply proven techniques & best practices to effectively engage & influence key stakeholders

FORMAT

The hands-on format features interactive discussion, action-learning and team simulated exercises. You will be grouped into teams that will work together in "real-world" project environments. Each team will use the tools and techniques presented in the workshop, enabling you to experience the process of collaborative planning and see its effectiveness firsthand. In addition, hand-outs are provided for reference, dialogue sessions and reviews are conducted for experience and idea sharing, and guided feedback from the Workshop Leader to reinforce learning. This format will enable you to immediately apply your new skills back at work.

TAKE-AWAYS

- Workshop Guide
- Tools and Templates
- Certificate of Completion
- 13 PMI® Professional Development Units (PDUs)
- Website & Book References

COURSE CONTENT

Introduction

- Workshop Guidelines
- Introductions
- Workshop Objectives, Format & Agenda

The Stakeholder Management Framework

- Key Project Understandings to Share with Stakeholders
- Stakeholder Characteristics
- Why Engage Stakeholders
- Challenges in Identifying the Right Stakeholders

Planning Stakeholder Management

- Creating the Stakeholder Engagement Strategy
- Identifying Stakeholders
- Assessing & Categorizing Stakeholders
- Discovering Stakeholder Motivations
- Defining Stakeholder Roles & Responsibilities
- Creating a Stakeholder Engagement Plan

Managing & Monitoring Stakeholder Engagement

- What is Stakeholder Engagement
- When & How to Maintain Stakeholder Engagement Throughout the Project Life Cycle
- Developing a Stakeholder Dual Action Plan
- Executing and Refining the Stakeholder Engagement Plan
- Strategies For Dealing With Stakeholder Conflicts and Difficult Stakeholders

Workshop Conclusion

- Avoiding the Mistakes of the Past - Tips to Remember
- Individual Opportunities for Improvement





Inquire About Our Customized Workshop Solutions

If your business requires confidentiality or a tailored approach to your business, a customized approach is available, email learning@ciki.ca.

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