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# Stakeholder Management

Managing stakeholder expectations can be a challenge.... Get it wrong and your project suffers

## Abstract

Stakeholder Management has long been a challenge that has led to the failure of many projects. A key project success factor is managing stakeholders expectations and effectively managing their needs and wants. In this course we will examine the identification of stakeholders, how to group and analyse them to minimize project risk and resolve issues that may adversely affect your project

## Who should attend

Project managers, program managers and directors, product development professionals, business representatives, organizational line management

## Syllabus

### Overview

- Outline of course – expected learning outcomes
- Who are stakeholders?
- Stakeholder categories
- The role of key stakeholders

### Understanding Stakeholder Expectations

- How committed are they to the project?
- Getting buy-in
- Stakeholder identification
- Stakeholder requirements analysis
- Aligning stakeholder requirements to business & organizational objectives
- Prioritising stakeholder requirements to business & organizational objectives
- Getting approval to proceed with the project

### Communication Techniques

- Dealing with organization politics
- Resolving conflict
- Managing difficult stakeholders
- Managing expectations that can't be met

### Ongoing Management of Stakeholder Expectations

- Selling the project
- Maintaining the commitment
- Status reporting

## Objectives

- Understanding stakeholder needs
- How stakeholders impact your project
- How to manage stakeholder expectations
- Resolving conflict and competing priorities
- Project public relations (PR)
- Creating effective status reporting

This is a hands-on workshop and participants will be given opportunities to develop and practice skills using case studies and exercises in a supportive environment

Course Length: 1 days  
Course Code: STKPMC1  
PDU: 7



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