

DAY 1

First Principles of Managing Stakeholders

- Self-assessment of current skill levels and identification of areas for development
- The stakeholder engagement lifecycle, process, and key stages
- The potential outcomes from poorly conducted stakeholder engagement
- Negative factors in stakeholder engagements and how to avoid them
- Critical success factors in successful stakeholder engagements

DAY 2

Developing an Appropriate Personal Brand and Projecting a Strong Image

- What is a personal brand and what does appropriate mean?
- The elements of a successful personal brand – education, experience, personality, authenticity, values, performance, providing value, consistency
- Developing your value proposition and ‘elevator pitch’
- How to create presentations and reports that impress stakeholders
- Gaining access to senior stakeholders

DAY 3

Assessing the High Priority Stakeholders

- Circles of Influence, differing frameworks and their use
- A range of frameworks for assessing stakeholder priority and their pros and cons
- Stakeholders’ self-image, needs, concerns and behaviors
- Social style – quickly analyze stakeholder behavior and decide how to respond for a positive outcome – a deep dive into the technique
- Influencing without power, techniques, and tips for making a high impact

DAY 4

Engaging and Managing Your Stakeholders

- Developing a stakeholder communications strategy
- Identifying specific concerns and tailoring the messages accordingly
- Creating a tailored stakeholder communications and engagement plan

- Setting up and managing stakeholder meetings
- Managing disagreements and moving to a productive outcome

DAY 5

Negotiating Successful Outcomes

- The processes of negotiation
- Developing your negotiating position
- Negotiating using a principled approach
- Dealing with challenges
- Driving negotiations to mutually successful outcomes