

KOENIG SOLUTIONS · COURSE OUTLINE

Stakeholder Mgmt: Analysis, Communication & Conflict

Learn to identify, analyse and engage stakeholders, and to manage communication and conflict throughout a project.

2 Days

8 HOURS A DAY

8

MODULES

15

TOPICS

6

HANDS-ON ACTIVITIES

COURSE OVERVIEW

This course covers the fundamentals of stakeholder management, including identifying stakeholders and mapping and analysing their interests and influence. It then addresses communication and engagement strategies, building positive stakeholder relationships and developing stakeholder communication plans. It also covers resolving stakeholder conflicts, and monitoring and adapting stakeholder management approaches using key performance indicators.

WHO THIS COURSE IS FOR

Project Managers

Business Analysts

Communication Specialists

Team Leads

Project Coordinators

LEARNING OBJECTIVES

- Explain the importance of stakeholder engagement
- Identify stakeholders using established identification methods
- Analyse stakeholder interests and influence through stakeholder mapping
- Prioritise stakeholders based on interest and influence
- Develop stakeholder engagement and communication plans
- Apply strategies for building positive stakeholder relationships
- Assess and resolve stakeholder conflicts
- Plan monitoring mechanisms and KPIs for continuous improvement

8 Modules, 15 Topics

DAY 1 Understanding Stakeholder Management

1 day (8 hours/Day)

01

Introduction to Stakeholder Management

TOPICS

Overview of Stakeholder Management · Importance of Stakeholder Engagement

02

Activity

Identifying Stakeholders

TOPICS

Methods for Stakeholder Identification · Stakeholder Mapping and Analysis

03

Group Activity

Stakeholder Analysis and Prioritisation

TOPICS

■ Understanding Stakeholder Interests and Influence

04

Activity

Communication and Engagement Strategies

TOPICS

Effective Communication with Stakeholders · Developing Engagement Strategies · Creating Effective Communication Plans

DAY 2 Implementing Stakeholder Management Strategies

05

Activity

Building Positive Stakeholder Relationships

TOPICS

Managing Stakeholder Expectations

06

Workshop

Stakeholder Communication Plans

TOPICS

Tools for Stakeholder Communication

07

Activity

Stakeholder Conflict Resolution

TOPICS

Identifying and Managing Conflicts · Strategies for Conflict Resolution

Monitoring and Adapting

TOPICS

- Establishing Monitoring Mechanisms
- Key Performance Indicators (KPIs) for Stakeholder Management
- Continuous Improvement and Adaptation Strategies

HANDS-ON ACTIVITIES

Practise What You Learn

#	MODULE	ACTIVITY
02	Identifying Stakeholders	Practical Exercises and Case Studies: Task to be done and submitted after session
03	Stakeholder Analysis and Prioritisation	Group Activity: Prioritising Stakeholders
04	Communication and Engagement Strategies	Role-play and Simulation Exercises: Role-play and Simulation Exercises
05	Building Positive Stakeholder Relationships	Case Studies on Successful Relationship Building: Task to be done and submitted after session
06	Stakeholder Communication Plans	Workshop: Developing a Communication Plan
07	Stakeholder Conflict Resolution	Role-plays and Interactive Scenarios: Role-plays and Interactive Scenarios

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

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Fly-Me-A-Trainer (FMAT)

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