

# STAKEHOLDER ENGAGEMENT / MANAGEMENT (STK)

**Classroom (ILT): 1 day, 8 hours, 8 PDUs**

**Virtual (VCT): 2 days, 2\*4 hours, 8 PDUs**

(4 Technical, 2 Leadership, 2 Business = 8 PDU)

**Classroom (ILT): 2 days, 16 hours, 16 PDUs**

(8 Technical, 6 Leadership, 2 Business = 16 PDU)

**Note: The 2-day version (16 hours)  
has more focus on the human aspects  
of Stakeholder Engagement**

## AFTER THE COURSE YOU WILL

Have learned and practiced techniques and developed skills to be able to better:

- ❖ Make a good stakeholder identification.
- ❖ Analyze individual stakeholders and groups of stakeholders.
- ❖ Achieve the right kind of engagement from the right people (stakeholders).
- ❖ Continuously control and optimize their impact to best support the project goals.
- ❖ Use and apply the chosen human skills techniques

## TARGET GROUP

- ❖ Project- and Program Managers
- ❖ Project Office Managers
- ❖ Sponsors
- ❖ Solution Architects
- ❖ Core 3 Team members
- ❖ Configuration Managers
- ❖ Sales team members
- ❖ Team leaders
- ❖ Change agents /champions
- ❖ Anyone involved in projects or similar efforts

## PREREQUISITES

None

[www.GreenlightPM.com](http://www.GreenlightPM.com)

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A key element to success in projects is being able to efficiently manage the influence and involvement of anyone who may impact, or be impacted by a project.

Identifying and analyzing the stakeholders, and engaging with them according to their expectations, influence and impact, produces more efficient communications. Also, requirements, change and conflict are better managed thanks to good Stakeholder Management, helping to keep the project on track, and ensuring final results are satisfactory for all involved.

On this course you will learn and practice with the various tools, techniques, and skills specific to efficient Stakeholder Engagement in projects.

## SUBJECTS

- ❖ Stakeholder Identification and Analysis
- ❖ Plan, Manage, Monitor Stakeholder Engagement
- ❖ Different engagement strategies according to expectations, influence and impact
- ❖ Communication plan
- ❖ Optional: Human Skill techniques like for example focused on teambuilding, cooperation, motivation, negotiation, conflict handling and management of change.

## TRAINING METHOD

- ❖ The trainers will share their experience and best practices in Stakeholder Management.
- ❖ Participants will learn and practice with the various stakeholder-related processes and the main tools used.
- ❖ Documentation will be provided, covering the subjects of the course.
- ❖ Hands-on Real-life Case Study and Exercises.