



Stakeholder Engagement (full day)

Course Outline

This course is designed to give participants knowledge of both the theory and practice of effective stakeholder management from both ‘doing’ and ‘managing’ perspectives.

The workshop addresses key issues such as the need for stakeholder management to be incorporated into the organisational strategic plan development and ways to ensure consistency.

Content modules:

Stakeholder relationship management

- The stakeholder relationship process
- How to identify and prioritise stakeholder groups
- Managing the stakeholder process to ensure its effectiveness

Meeting stakeholder expectations

- Using emotional intelligence to improve one-on-one communication
- Facilitation skills
- Presentation skills
- Suggestions on managing media contacts

Learning outcomes:

- Participants will gain both the understanding and ability to improve their management or delivery of effective stakeholder outcomes

Learning styles:

- Lecture/seminar
- Large group participation
- Case studies
- Small group break-outs
- Role plays

"Your professionalism and organization has been absolutely awesome. Love it...!"

"[The presenter] was very knowledgeable and a good speaker."

"The course provider was very clear, helpful and delivered very valuable advice."

"What I enjoyed most about the session was how the presenter involved those present with activities and group discussion."