

Synergy Management Associates

Stakeholder Engagement Workshop

INTRODUCTION

Successful projects and programmes in today's businesses are judged not only by the benefits they deliver but also by the opinions and support of key stakeholders. However, it isn't always easy to engage effectively with busy stakeholders, especially over an extended period of time.

The proactive engagement with stakeholders is an essential discipline in any change programme and needs careful planning and execution.

There are many ways to engage with people, but effective communication relies on understanding each stakeholder's interests, attitude and expectations and tailoring the communications to suit them and their colleagues.

WORKSHOP DESCRIPTION

This workshop will provide you with an understanding of how to engage with the right stakeholders, at the right time, in the right way in order to support the overall goals of the project or programme, and aims to equip you with sufficient knowledge to begin applying these techniques to your own programmes and projects. The approach described fully supports industry standards such as MSP.

PRACTICAL WORK

This workshop uses a number of practical exercises and simulations to reinforce the techniques and concepts covered in the workshop material, in addition to numerous examples from our own experiences of managing programmes and projects.

DELEGATE ACHIEVEMENTS

On completion, you will understand how to:

- Identify stakeholders
- Set up and maintain Stakeholder Profiles
- Create a Stakeholder Engagement Strategy
- Create and execute a Communications Plan
- Organise Stakeholder workshops
- Communicate with key stakeholders and listen to their feedback
- Report on stakeholder engagement as part of project/programme reporting
- Assess the effectiveness of engagement
- Begin applying the techniques on real projects and programmes

WORKSHOP TOPICS

- Principles of stakeholder engagement : leadership, stakeholders and benefits
- Identifying stakeholders, understanding their interest and influence in the programme
- Defining a Stakeholder Engagement Strategy
- Creating a communications plan
- Engaging with stakeholders
- Reporting on stakeholder engagement
- Monitoring and improving the engagement
- Reacting to changes of stakeholders
- Putting this to work on your next project or programme

WHO SHOULD ATTEND

Programme Sponsors, Senior Responsible Owners, Business Change Managers, Sponsoring Group members, Key Stakeholders, Programme Managers, Project Executives, Programme Office staff and Team members

PRE-REQUISITES

You should have experience of a project-oriented approach, understand the factors that contribute to project success/failure, and have an appreciation of the benefits that are expected in your organisation. Ideally, you should be about to start work on a project or programme.

PRE-WORKSHOP PREPARATION

Please bring:

- A list of your expectations for the workshop
- Any specific questions you need answered

WORKSHOP MATERIALS

- Course workbook
- Templates for engagement, including Stakeholder Profiles and Communications Plan
- Do's and don'ts of effective communications

DURATION

One day, residential or in-house