

STAKEHOLDER MANAGEMENT

DATE: 15-16 May / 11-12 September 2023
16-17 January 2024

FEE: RM1,050

DURATION: 2 Days

HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

Stakeholder management is a critical component to the successful delivery of any project, program or activity. Effective Stakeholder Engagement creates positive relationships with stakeholders through the appropriate management of their expectations and agreed objectives.

Stakeholder management is a process and control that must be planned and guided by underlying principles. A key factor in the success of a project is managing stakeholder needs, wants and expectations.

During this practical stakeholder engagement course, you will learn how to identify key stakeholders and define their roles, establish how committed are they to the project, align and priorities stakeholder requirements to business and organizational objectives, and gain 'buy-in'. We will also cover communication techniques such as dealing with organizational politics, resolving conflict and managing expectations that can't be met, as well as ongoing management issues such as selling the project, maintaining commitment and status reporting.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Understand stakeholder needs.
- Understand how stakeholders impact your project/objectives.
- Know how to deal with multiple stakeholders with divergent interests.
- Understand how to manage stakeholder expectations, including quality and performance expectations.
- Understand the need to communicate your strategy to the business/project team, the customer, and other project stakeholders.
- Resolve conflict and competing priorities.
Manage project public relations and organizational politics.

METHODOLOGY

- This is a highly interactive sessions with numerous simulation, practice sessions, feedback and video/audio presentations. Self-assessments and written exercises are included for certain topics.

WHO SHOULD ATTEND

- Mid/Senior Level Manager
- First Level Manager
- Executive/ Supervisor

FACILITATOR

Dr Zainol Bin Abdul Rani

He has been a training facilitator and management consultant to various organizations and business establishments in Malaysia and the region since 1990. He is a mechanical engineer (graduated from Oklahoma State University in the USA in 1989), holds an MBA in Total Quality Management (graduated from Newport University, California, USA in 1998) and Doctor of Business Administration (DBA) (in Business Process Management) from University Utara Malaysia (2009).

PROGRAM CONTENT

Module 1

Overview

- Who are stakeholders?
- Stakeholder categories.
- The role of key stakeholders

Module 2

Identify Stakeholders

- Stakeholder Classification Models
- Salience Model
- Stakeholder Register
- Create a Stakeholder Register

Module 3

Understanding Stakeholder Expectations

- How committed are they to the project?
- Getting buy-in.
- Stakeholder identification.
- Stakeholder requirements analysis.
- Aligning stakeholder requirements to business and organizational objectives.
- Prioritizing stakeholder requirements and expectations.
- Getting approval to proceed with the project.

Module 4

Plan Communications Management

- Communications Management Plan
- Common Project Management Communication Documents
- Communication Tools
- Create a Communications Management Plan

Module 5

Manage Communications

- Common communications barriers and “filters”.
- Dealing with organization politics.
- Managing external stakeholders such as suppliers, regulators and the public.
- Resolving conflict.
- Managing difficult stakeholders.
- Managing expectations that can't be met.
- Negotiations

Module 6

Stakeholder Communications Control

- Performance Reporting
- Tracking Gantt Charts
- Worksheet Information
- Milestone Charts
- Bar Chart Graphs
- Control Stakeholder Engagement Overview

Module 7

Ongoing Management Of Stakeholder Expectations

- Selling the project.
- Maintaining the commitment.
- Reaching out to the public or customers.

PROGRAM SCHEDULE

Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 2
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 3
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 3 (<i>Continue</i>)
		End of the day

Day 2

9:00am - 10:30am	:	Module 4
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 5
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 6
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 7
		End of the day

