



Successful Stakeholder Management

Day 1

9:00 – 9:15

Introductions

- Introductions
- Housekeeping

9:15 – 10:30

Defining project success

- Defining project failure/success
- **Exercise 1 Classic Case Studies:** Analysis of project success/failure
- Reporting
- **Exercise 2 Classic Case Studies:** The most important stakeholders

10:30 – 10:45

BREAK

10:45 – 12:30

Why do stakeholders matter?

- Who are stakeholders?
- A methodology for managing stakeholder expectations

Step 1: identify

- Categorisation of stakeholders: *directions of Influence*
- Stakeholder identification and ‘mutuality’

12:30 – 1:30

LUNCH

1:30 – 3:00

- Introduction to the Case Study
- **Exercise 3: stakeholder identification**
- Discussion

Step 2: prioritise

- **Exercise 4: stakeholder prioritisation**
- **Exercise 5: allowing for power and influence**
- Discussion

3:00 – 3:15

BREAK

3:15 – 4:45

Step 3: visualise

- ‘A picture tells a thousand words’
- Revealing stakeholder communities
- **Exercise 6: when circumstances change**

4:45 – 5:00

Wrap-up

- Questions
- Tomorrow’s sessions



Day 2

- 9:00 – 9:15 **Comments from yesterday?**
- Today's agenda
- 9:15 – 10:30 **Step 4: engage**
- Stakeholder engagement (theory)
 - **Exercise 7: stakeholder engagement**
 - Discussion
- 10:30 – 10:45 **BREAK**
- 10:45 – 12:30 **Maintaining the relationship: leadership**
- Project management skills
 - Teams (managing downwards)
 - **Exercise 8: problem solving and teamwork**
 - Managing upwards
 - External relations (managing outwards)
 - Peer relations and networks (managing sideways)
 - **Exercise 9: communication issues**
- 12:30 – 1:30 **LUNCH**
- 1:30 – 3:00 **Communication**
- Tools and techniques of communication
 - **Exercise 10: developing an influence network**
 - **Exercise 11: developing a communication plan**
- 3:00 – 3:15 **BREAK**
- 3:15 – 4:45 **Step 5: monitor**
- Measuring the effectiveness of the communication plan
 - **Exercise 12: the coup!!**
- Keys to success with the methodology**
- Pragmatic implementation
- 4:45 – 5:00 • **Wrap-up**