

€ TRAINING

Mastering Stakeholder Identification and
Analysis



18 - 22 November 2024
Madrid (Spain)



Mastering Stakeholder Identification and Analysis

REF: M2172 DATE: 18 - 22 November 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

Introduction:

This training program is designed to equip participants with the skills and knowledge necessary to effectively identify and analyze stakeholders in various contexts. Through a blend of theoretical learning and practical exercises, attendees learn stakeholder management techniques, communication strategies, and risk mitigation tactics.

Program Objectives:

At the end of this program, participants will be able to:

- Understand the importance of stakeholder identification and analysis in project management.
- Learn the process and techniques for identifying stakeholders.
- Understand the methods for analyzing stakeholders and their impact on the project.
- Develop strategies for managing stakeholders' expectations and engagement throughout the project lifecycle.

Targeted Audience:

- Project managers seeking to enhance their stakeholder management skills.
- Business analysts responsible for identifying and analyzing stakeholders in project initiatives.
- Team leaders aiming to improve stakeholder communication and engagement.
- Professionals involved in organizational change management or strategic planning.
- Employees interested in mastering stakeholder identification and analysis techniques for project success.

Program Outlines:

Unit 1:

Overview of Stakeholder Identification and Analysis:

- Overview of stakeholder identification and analysis.
- Benefits of stakeholder management.

- Types of stakeholders.
- Understanding stakeholder interests and influence.
- Mapping stakeholder relationships.

Unit 2:

Techniques for Identifying Stakeholders:

- Techniques for identifying stakeholders.
- Conducting stakeholder interviews.
- Creating stakeholder profiles.
- Developing a stakeholder register.
- Prioritizing stakeholders.

Unit 3:

Stakeholder Analysis Frameworks:

- Stakeholder analysis frameworks.
- SWOT analysis.
- PESTLE analysis.
- Mapping stakeholders' power and interest.
- Analyzing stakeholders' attitudes and behaviors.

Unit 4:

Stakeholder Engagement Strategies:

- Stakeholder engagement strategies.
- Stakeholder communication plan.
- Managing stakeholders' expectations.
- Mitigating stakeholder risks.
- Creating a stakeholder engagement plan.

Unit 5:

Monitoring and Evaluating Stakeholder Engagement:

- Monitoring and evaluating stakeholder engagement.
- Reviewing stakeholder engagement plan.
- Revising stakeholder engagement plan.
- Common stakeholder management challenges and how to overcome them.
- Best practices in stakeholder identification and analysis.