

# € TRAINING

Essentials of Stakeholder Management



2 - 6 September 2024  
Milan (Italy)



# Essentials of Stakeholder Management

REF: M2096 DATE: 2 - 6 September 2024 Venue: Milan (Italy) - Fee: 5940 Euro

## Introduction:

The Essentials of Stakeholder Management training program is a comprehensive initiative focused on equipping participants with the fundamental skills and knowledge necessary to effectively identify, analyze, and engage stakeholders. Through a combination of theoretical insights, practical exercises, and case studies, participants learn how to navigate complex stakeholder landscapes and build productive relationships.

## Program Objectives:

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

- Recognize the characteristics of effective stakeholder management.
- Determine their approach to managing stakeholders and the requirements of their clientele.
- Recognize strategies for gaining stakeholder consent.
- Differentiate between the 6 persuasive techniques.
- List many ways to create a lasting relationship.
- Improve your awareness of your own preferences, behaviors, and working methods.
- Create a method for evaluating other people's preferences, behaviors, and working methods.
- Learn to create productive working connections using your knowledge and understanding.
- Think about your current stakeholder relationships and what you could do to strengthen them.

## Targeted Audience:

- Project Managers seeking to enhance stakeholder engagement.
- Business Analysts involved in stakeholder analysis.
- Executives responsible for stakeholder communication and relationship management.
- Team Leaders aiming to improve collaboration with stakeholders.

## Program Outline:

### Unit 1:

## Stakeholder mapping:

- Analysis models and tools.
- Who to influence?
- Creating your own stakeholder mapping model.

## Unit 2:

### What makes them tick?

- Stakeholder mapping considerations.
- Utilizing one's position, expertise, or personal strength.

## Unit 3:

### Personality preferences:

- Decide what you like personally.
- What factors affect distinct types?
- How to persuade others.

## Unit 4:

### Influencing strategies:

- A roadmap for effective persuasion.
- Various kind of persuasion techniques.
- Push-and-pull-style actions.
- Effective influencing techniques, competencies, and behaviors.

## Unit 5:

### Effective communication:

- Communication inclinations.
- Taking control of discussions with stakeholders.
- Choosing communication techniques to convey your messages.

