

## Soft Skills for Project Teams Improving Stakeholder Engagement and Involvement

### Course Overview

This course is for those who wish to develop better relationships with key stakeholders ensuring greater engagement, involvement and reduced conflict in their working relationships.

### Target Audience

This course is suitable for those who deal with a range of stakeholders on a daily basis and which to learn more about managing and improving those relationships in order to maximise engagement and involvement.

### Instructors

This course is run in conjunction with a Learning and Development training organisation whose trainers have many years experience in practicing and teaching these techniques. This course has been especially developed to meet the needs of those working in a business change environment.

### Course Objectives

The course will enable participants to:

- Identify stakeholder and understand their importance
- Effectively communicate with different stakeholders
- Learn different methods to achieve stakeholder buy in
- Understand stakeholder behaviour
- Learn different techniques to deal with difficult stakeholders
- Learn to manage your own reactions in conflict situations

### Course Content

The course is made up of the following modules:

- Current experience
- Why Stakeholders are critical...and what happens when it goes wrong
- Identifying and Mapping Stakeholders
  - The 'Wheel of Stakeholder' ID and engagement strategies
- Contracting with Stakeholders
- Communication strategies – 'Fit for purpose' approach
- Getting Stakeholder 'buy in' and the WIFM/WIFE approach
- Dealing with difficult people
  - Understanding what causes conflict
  - Recognising different types of behaviour
  - Skills and techniques for handling difficult discussions or meetings
  - Correcting persistent unacceptable behaviour
  - Managing your own reactions in conflict situations
  - Successfully giving and receiving feedback
  - The OK Corral
    - Strategies for dealing with victims and persecutors
  - Dealing with put downs and excuses
- Practical exercises

The duration of this course is one day.