



COURSE NAME

Managing Project Stakeholders

COURSE DURATION

Five days

COURSE DESCRIPTION

The Managing Project Stakeholders course offered by Arcan Academy is designed to equip participants with the necessary knowledge and skills to effectively manage project stakeholders. This course covers the principles and concepts of stakeholder management, including stakeholder identification, analysis, engagement, and communication. Participants will also learn effective techniques for managing stakeholder expectations, resolving conflicts, and ensuring stakeholder satisfaction. This program includes lectures, case studies, group discussions, and practical exercises to provide participants with a comprehensive understanding of stakeholder management.

COURSE OBJECTIVES

The objective of the Managing Project Stakeholders course is to provide participants with a deep understanding of the principles and concepts of stakeholder management. By the end of the course, participants will be able to apply their knowledge to real-world situations, understand effective stakeholder management techniques, communicate effectively with stakeholders, manage stakeholder expectations, resolve conflicts, and ensure stakeholder satisfaction. Additionally, participants will learn how to identify and analyse stakeholders, engage with them effectively, and communicate project status and progress. Upon completing this course, participants will be well-prepared to manage project stakeholders, ensure successful project outcomes, and advance their careers in project management. This course is ideal for project managers, team leaders, and professionals responsible for managing project stakeholders.

COURSE OUTLINES

DAY 1

I. Introduction

- A. Overview of project stakeholders
- B. Importance of stakeholder management
- C. Key benefits of effective stakeholder management



II. Understanding Stakeholders

- A. Definition and types of stakeholders
- B. Identifying project stakeholders
- C. Stakeholder mapping and analysis
- D. Prioritizing stakeholders based on influence and interest.

DAY 2

III. Stakeholder Engagement Strategies

- A. Developing a stakeholder engagement plan
- B. Communication channels and methods
- C. Creating a positive stakeholder experience
- D. Handling difficult stakeholder.

IV. Building Relationships with Stakeholders

- A. Establishing trust and credibility
- B. Active listening and effective communication
- C. Managing expectations and addressing concerns
- D. Building alliances and coalitions.

DAY 3

V. Stakeholder Management throughout the Project Lifecycle

- A. Stakeholder identification and analysis during project initiation
- B. Stakeholder engagement during project planning
- C. Stakeholder communication and involvement during project execution
- D. Monitoring and addressing stakeholder concerns during project closure.

VI. Tools and Techniques for Stakeholder Management

- A. Stakeholder register and analysis templates
- B. Stakeholder communication plan template
- C. Stakeholder engagement matrix
- D. Conflict resolution techniques

DAY 4

VII. Case Studies and Best Practices

- A. Examining successful stakeholder management examples
- B. Lessons learned from projects with poor stakeholder management
- C. Best practices for effective stakeholder engagement.

VIII. Monitoring and Evaluating Stakeholder Management

- A. Metrics and indicators for measuring stakeholder satisfaction
- B. Collecting feedback and conducting stakeholder surveys
- C. Continuous improvement and adjustment of stakeholder management strategies.

DAY 5

IX. Conclusion

- A. Recap of key concepts and strategies
- B. Importance of ongoing stakeholder management
- C. Commitment to applying the knowledge gained.

TRAINING METHODOLOGY:

- Pre-assessment
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- slides and handouts
- Post-assessment

DELIVERY METHOD:

- In person
- Online