

## Successful Stakeholder Management

### *A Stakeholder Circle® 1 Day Workshop*

The success of a project is directly related to its stakeholders' perceptions of the value created by the project and their relationship with the project team. These factors are not fixed; the **Stakeholder Circle®** methodology is a proven tool designed to help teams successfully manage their project's unique stakeholder community. It provides an effective mechanism for identifying then assessing the relative importance of each stakeholder, understanding their expectations and defining appropriate engagement procedures to influence both their expectations and perceptions of the project. As the project progresses, the effectiveness of the engagement processes can be measured and where necessary, modified to help create a successful outcome for both the stakeholders and the project team. The workshop is based around a case study and progresses through each stage of effective stakeholder management, blending theory with practice in an engaging, informative manner. Participants working in small project teams identify and prioritize their stakeholder community, then determine appropriate engagement, management and monitoring strategies.

This workshop will help project personnel develop the skills needed to build and maintain effective project relationships using the **Stakeholder Circle®** methodology and to understand the importance of pro-actively managing the key relationships between the stakeholder community and the project. At the conclusion of the workshop, trainees will:

- Understand the critical relationship between stakeholders' perceptions of the project and the project's ultimate success or failure.
- Understand the dynamic nature of each project's unique stakeholder community.
- Be capable of identifying, prioritizing and engaging effectively with key stakeholders.
- Understand the importance of 'mutuality' in the management of stakeholders' expectations and perceptions.
- Understand the importance of planned and managed communications in building and maintaining effective relationships with key stakeholders.
- Be capable of monitoring and tracking the effectiveness of the stakeholder engagement strategy adopted by the project team.



## Course Outline

- **Introductions**
- **Why do stakeholders matter?**
  - Exercise 1: Stakeholder influence on project outcomes
  - Why stakeholders matter
  - The **Stakeholder Circle**<sup>®</sup> - five step methodology for stakeholder management

### *Morning tea*

- **Step 1 – Identify Stakeholders**
  - Introduction to Paradise Island\* case study
  - Stakeholder Identification
  - Exercise 2: Identify stakeholders
  - Discussion

### *Lunch*

- **Step 2 – Prioritise Stakeholders**
  - Stakeholder Prioritisation
  - Exercise 3: The most important stakeholders
  - Discussion
- **Step 3 – Visualise the stakeholder community**
  - Reveal which stakeholders are 'on the radar'

### *Afternoon tea*

- **Step 4 – Engage stakeholders: building the relationship**
  - Stakeholder engagement
  - Exercise 4: Define stakeholder support and receptiveness
  - Targeted communication
  - Exercise 5: Targeted communication
- **Step 5 – Monitor the communication**
  - Monitoring and report on the effectiveness of the Communication
- **Wrap up Keys to successful stakeholder engagement.**

\* **Note:** Case study can be changed to suite client.

