

Course Outline:

The High EQ Influencer – Effective Stakeholder Engagement

Delivery Format

Live online or live in-person.

Who Should Attend

Program, Project and Change Managers.

Duration

Two days.

Course Aim

A major contributor to organisational and project failure is the lack of awareness and/or capability on the part of project staff to engage stakeholders effectively. In traditional, hierarchical, top-down structures, a manager can often wield influence through the use of “positional authority”. In most cases today, staff are required to effectively engage and influence upwards, downwards and sideways and both internal and external stakeholders in the absence of such positional power. In addition, their ability to align groups of people with different personalities and diverse expectations can decide the quality of the outcomes they deliver.

“Effective Stakeholder Engagement” is a two-day workshop that focuses on empowering participants with the tools, strategies and emotional competencies required to enable them to confidently and competently master this very important aspect of their project and organisational life.

Benefits of Attending

Participants in this workshop and their sponsoring organisations stand to gain the following benefits:

- Elevate their profile from being known as a technical specialist to an Influencer, Change Leader or Implementation Manager
- Learn how to engage different stakeholders, both internal and external
- The confidence and skills to influence managers (including C-level executives), peers and subordinates
- Getting the message across more clearly, confidently and succinctly
- Learn how to deepen relationships with colleagues and stakeholders
- Be confident about managing expectations of others
- Stakeholders who are more committed to working together cohesively to achieve common outcomes
- Reduced incidences of unhealthy conflict that jeopardise the success of projects
- Increased productivity through staff being able to direct their energies towards solutions, rather than fault-finding

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- Improved staff and stakeholder morale
- Experience greater sense of fulfilment working with others and in projects

What It Covers

The course covers the following:

- Defining stakeholder engagement
- How to identify stakeholders
- Differentiating outcomes from outputs
- Putting together and aligning stakeholders on a common objective
- Engaging stakeholders with differing levels of interest, power and support of your project
- How to create a structured communications plan to keep your stakeholders engaged and informed
- Glean and understand stakeholder needs and success criteria
- Engaging managers (including C-suite executives), peers and subordinates
- Develop deeper and active listening skills to help ascertain what the hidden agenda may be
- Managing your emotional state and understanding and using body language
- Communicating with confidence
- How to build a relationship founded on trust with your stakeholders
- How to read, anticipate and engage “resistant” stakeholders
- How to deal with disagreement effectively through the use of reframes and finding win-win outcomes

Delivery Strategy

The learning has been structured as a highly interactive 2-day interactive workshop led by our experienced trainers. The workshops will include the use of relevant audio-visual material, written activities, role-plays and reflective tasks.

Formal Certification

At the completion of this program, the participant will be eligible to receive a Certificate of Participation from EQ Strategist.