

## **Engaging with and Influencing Stakeholders – ONLINE**

**Level:** Intermediate

### **Description**

Effective stakeholder engagement is critical to the success of projects and contracts. Where there are issues with influencing and engaging with stakeholders, or specific stakeholders are not effectively engaged, issues will arise very quickly in the project or contract.

This course covers stakeholder identification and analysis as well as some techniques and approaches that can be used to engage and influence stakeholders.

### **Who should attend**

This course is designed for procurement officers, contract managers, project managers and team leaders who are involved in stakeholder management on a regular basis

### **Learning Outcomes**

On completion of the course participants will be able to:

- Identify types of stakeholders (who and what are stakeholders)
- Analyse the stakeholder to understand the, interests, needs and expectations
- Apply key questions to define the influences of the stakeholder
- Understand the techniques and approaches that can be used with stakeholders to engage and influence
- Understand the communication and reasoning skills involved in engagement
- Describe common problems that can be experienced with stakeholder engagement

### **Program Content**

**4 videos – 1.5 hours of learning.**

- Overview
- Module 1 : What is a Stakeholder?
- Module 2 : Stakeholder Analysis
- Module 3 : Stakeholder Engagement
- Engaging Stakeholders - Summary