



SCANDINAVIAN ACADEMY
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Course: Stakeholder Management

Code	City	hotel	Start	End	price	Hours
822	Marrakesh (Morocco)	Hotel Meeting Room	2024-07-14	2024-07-18	3450 €	25

INTRODUCTION

Stakeholders are all those individuals and team members involved in helping the organisation to achieve its objectives. Stakeholders must be engaged, identify their goals, their expectations to be understood. All stakeholders must be recognized and treated equitably, as part of good governance.

Stakeholder management involves both hard and soft skills, with some understanding of human nature, culture, and communications

This programme is designed to:

Help executive and manager delivered projects or program with lower expenditure, completed in less time and more productive in operational functions

PROGRAMME OBJECTIVE

- Operational efficiencies improved, leading to better organizational performance
- Mitigate risk and opportunity management good outcomes due to collaborative working
- Navigate the processes required to engage with stakeholders and manage their expectations
- Creating and executing communications strategies and plans
- Develop stakeholder management plan and leading to better outcomes



TRAINING METHODOLOGY

The programme will combine conventional teaching with a high level of participation; including an interactive approach to involving participants in discussion of topics; exercises; and encouraging participants to bring their own experiences forward for discussion and debate. Wherever possible, real examples and short case studies will be included from different industries around the world to make the course as relevant as possible

PROGRAMME SUMMARY

This program will explain the principles of managing stakeholders, developing communication strategies and plans for successful engagement. An introduction to personality and culture relevance to managing stakeholders. Using principled negotiation techniques to undertake successful negotiations.

PROGRAMME OUTLINE

Identifying and Defining Stakeholder Audiences

- Overview of stakeholder engagement and management
- The stakeholder engagement process and key documents
- Identifying stakeholders
- Producing the stakeholder register
- Creating and analyzing stakeholder profiles
- Assessing interests, positive and negative
- Analyzing the gap between current stakeholder and required perceptions
- Selecting a suitable stakeholder management strategy

Stakeholder Communications, Planning and Effectiveness



- Planning stakeholder engagement communications
- Plan stakeholder engagement overview
- Plan stakeholder engagement inputs
- Plan stakeholder engagement tools and techniques
- Identifying and delivering the key messages
- Creating stakeholder communications
- Planning and managing stakeholder meetings
- Dealing with stakeholder objections
- Escalating stakeholder issues for resolution by senior management

Skills in Stakeholder Management

- Managing stakeholder relationships
- The foundation of on which relationships are built
- Different Stakeholder and the impact
- Personality factors affecting stakeholder management
- Relationship to personality
- Influencing without authority
- Emotional intelligence

Negotiating for Success

- The negotiating environment
- Reservation points, zones of potential agreement and best alternatives to a negotiated agreement
- Differences between 'soft' and 'hard' negotiation techniques
- Principled negotiation
- Hardball tactics
- Negotiation protocols and processes
- Managing a negotiation

Culture Affects Stakeholder Engagement and Management



- What do we mean by culture?
- National culture
- Regional culture
- Organizational culture
- Business unit or division culture
- Communicating to different cultures
- Negotiating with different cultures



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.