

STAKEHOLDER ENGAGEMENT

– Supporting Projects, Programmes & Change

Stakeholder engagement pays dividends

Why Stakeholder Engagement?

Stakeholder Engagement can be the missing ingredient for the successful implementation of programmes and projects. In times of quick turnarounds and transformations to deliver optimal solutions and to stay ahead, more and more projects let slip the people aspect and jump straight to delivering the outputs. The lack of time and juggling of initiatives often leave those who are affected by the project disinterested, dissatisfied and resistant which usually leads to failed projects or programmes.

The opposite also happens, engage people early and regularly and the desired outcome is more likely.

Engagement versus Management

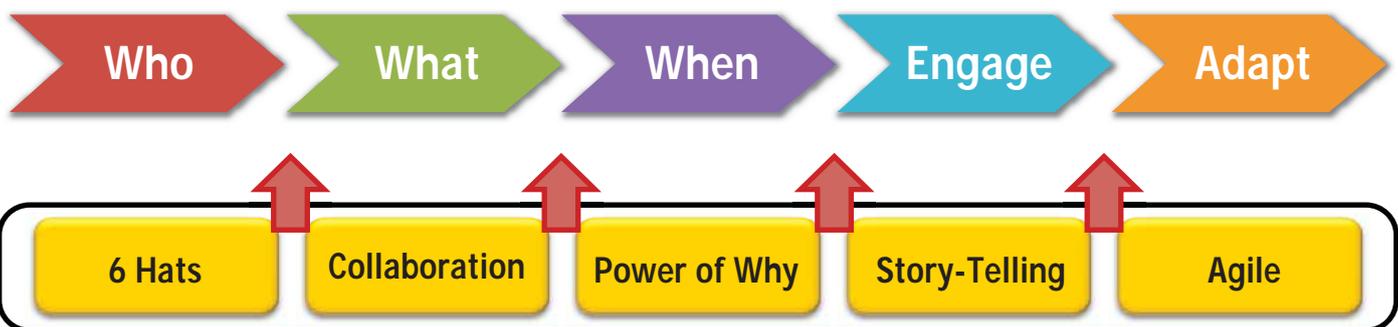
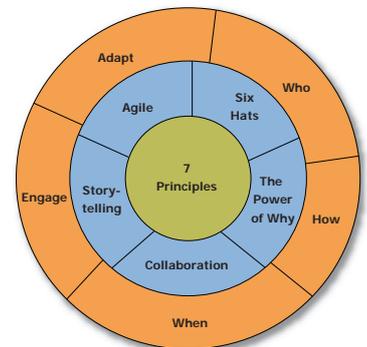
'Engagement' rather than 'management' is the appropriate approach when aiming to achieve an outcome by engaging with people, as the latter is a discipline focused on output production and management of resources to agreed parameters. Our Stakeholder Engagement program contains proven principles, techniques and models designed to support people engagement and achieve desired outcomes.

Stakeholder Engagement - Who is it for?

Leaders, managers, staff and even those who are technically oriented and would like exposure to proven approaches and techniques to engage people and achieve outcomes. In fact if you are responsible for seeing in new outcomes or for bringing new practices into the organization you will find this course of value.

Benefits of Staff Skilled in Stakeholder Engagement

- A more inclusive view of organizational, programme and project goals
- An improved understanding of the needs, concerns and power of diverse stakeholders
- Ability to adapt stakeholder engagement approaches for different audiences
- Improved definition of engagement responsibilities
- Thinking about change beyond the management tasks, processes and documents
- More effective engagement and communication planning
- Use of engagement practices together with proven change management models such as Kotter, Bridges and many more
- Application of facilitation skills to support learning and change
- Ability to apply active listening techniques and other approaches when working with difficult stakeholders



7 Stakeholder Engagement Principles



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Stakeholder engagement training

HiLogic is an Accredited Training Organization delivering public and corporate in-house training in project, programme, portfolio and change management. Our Stakeholder Engagement course is accredited by APMG International, who administer a number of best practice standards such as PRINCE2®, MSP® and ITIL® globally.

In this training we will explore the Principles, Themes and Pathway Steps that are important to stakeholder engagement.

Stakeholder Engagement Training

1 day Overview course

2 day Fundamentals course

3 day Foundation course

The Foundation course includes an APMG International certification exam. Passing the exam demonstrates understanding of the stakeholder engagement pathway, related techniques and ability to act as an informed member of a programme, project or change team.

Stakeholder Engagement Foundation Qualification

The course is designed to show a simple and defined pathway of steps that illustrates the relevant practices and techniques for successful engagement and support achievement of project and programme outcomes and benefits.

Training aims

By attending this course participants will be able to:

- Understand the principles of engagement to improve stakeholder buy-in
- Identify when to utilise different themes and techniques throughout the engagement pathway
- Establish and execute an Engagement Strategy and Communications Plan
- Understand the difference between leadership and management traits and how change should be led
- Understand the 6 hats of engagement to cover all perspectives of engagement
- Differentiate between empathy and sympathy to improve on negotiation skills
- Identify, understand and engage different stakeholders effectively to achieve desired outcomes
- Be proficient in stakeholder analysis and segmentation tools to understand the influence and power different stakeholders have
- Be proficient in various engagement techniques and practices to help grow important leadership and managerial traits and to appropriately shape engagements
- Select appropriate communication media to support communication objectives
- Establish relevant measurement and verification approaches to adapt engagement techniques to improve the engagement experience

Topic areas covered

- 7 principles, 5 themes and 5 steps of the engagement pathway
- 6 engagement hats
- Defining engagement roles
- The relationship between stakeholder engagement and change management models such as Kotter, Lewin, Schein, Kubler-Ross, Bridges and Innovation-Adoption Curve
- Practices such as Analysing Attitudes, Obeng's 4 Quadrants, Listening with humility and Engaging difficult people - plus other practices
- Techniques such as Active Listening, World Café, Net Promoter Score, SUCCEs framework – plus other techniques
- Creating an Engagement Strategy and Communications Plan

Exam - 40 minute, closed book, multiple choice exam to be completed on day 3

Stakeholder Engagement Fundamentals and Overview courses

These programs are derived from our 3 day accredited training program and can be tailored to your specific needs. Contact us for more information.



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