



STAKEHOLDER Relationship Management

Course Introduction:

This engaging Stakeholder Relationship Management training course covers the most important areas in project or general management - managing the stakeholders.

This training course uses a balance of modern theory and interactive learning to introduce the concept of stakeholders, the complications in managing them and some generally accepted good practices in ensuring that their interests are recognized and managed carefully.

Course Objectives:

- Stakeholders are your most important element in the complex ecosystem of multiple, interdependent parts of your organization.
- To build a close working relationship with your stakeholders with today's excess information, how do you ensure you are communicating effectively and have their ears and hearts?
- Through this course, you will better understand your stakeholders, develop a positive working relationship based on cooperation and mutual respect, and maximize long-term benefits for all.
- Manage stakeholders' expectations through better rapport and a stronger working relationship
- Effectively communicate through first identifying and overcoming communication barriers, then giving and receiving feedback in a 2-way communication environment
- Apply stakeholder relationship management techniques to gain stakeholders' cooperation and assistance in new product roll outs, news announcements, in times of issues management and crisis, etc.

Who Should Attend?

PR & Advertising, Investor Relations, Sales & Marketing Managers

Course Outline:

Stakeholders' Interest and Expectations

- Definition of a stakeholder – Stakeholders vs. Target Audience
- Who are your stakeholders? – Internal and External
- Identifying the "wants" and "needs" of the various stakeholders.

Effective Communication to Enhance Efficiency and Profitability

- What are stakeholder communications?

- Identifying communication barriers and straightening them – The importance of rapport and feedback
- What is Key in key messages?

Stakeholder Relationship Management Techniques

- What are stakeholder relationships?
- What is a stakeholder symbiosis?
- What defines a 'close' relationship?
- Variation of relationship expectations between East and West
- The role of the leader in balancing the shareholder and the employee's interests

Threats

- Office politics under the guise of relationships.

Sustaining the Close Relationship you have fostered

- Tools and techniques to evaluate, monitor or measure stakeholder relationship/satisfaction level
- Surveys, structured performance appraisals, internet customer surveys, customer feedback, analysis of customer compliments and complaints

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

