

Engage your Stakeholders

One-day workshop

Description

Organisations are increasingly asked to demonstrate engagement with their stakeholders. However there is more to engaging with your stakeholders than having liaison meetings, putting them on your advisory boards, consulting on important developments and having a communication plan and smart promotions. In fact many methods, including consultation, are now contributing to dis-engagement.

This practical workshop will introduce you to contemporary thinking on stakeholder engagement, give you the tools to map and manage your key stakeholder relationships and assist you in developing an actionable engagement strategy. You will leave the workshop with a “plan on a page” for working with two of your key stakeholders.

Benefits

Attend this one-day workshop and you will

- Become more focussed and purposeful in working with your stakeholders
- Learn new and practical ways to engage with your key stakeholders
- Develop targeted approaches that will deliver results and save you time, energy and money
- Know how to build mutually beneficial relationships with your key stakeholders
- Gain a set of tools that you can use after the course.

Who is this workshop for

This workshop is for senior managers, portfolio managers, strategists and those with responsibility for organisational engagement.

Contact

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Topics

- Why stakeholder engagement is important
- Untangling the language
- The 3c's – communication, consultation, collaboration
- Tools for mapping your stakeholders
- What matters for stakeholders – The 6 factor model
- Evaluating your stakeholder relationships
- Building effective relationships – targeted strategies
- Developing a customised strategy
- Getting your stakeholders to work for and with you.

You will learn

- What stakeholder engagement is, how it differs from other forms of relationship management
- When to use this approach and the benefits to be gained
- How to identify and sort your key stakeholders
- How to undertake an audit of 2 stakeholders using the 6F Toolkit™
- The range of actions that can be used to build stakeholder engagement
- How to write a Stakeholder Engagement “plan on a page” for two selected key stakeholders

Presenter

Geoff Pearman is an experienced manager, trainer, project manager and consultant. He has researched and used engagement approaches in his work in a range of settings. He has developed the 6F Toolkit™ to enable organisations to more effectively engage with stakeholders.

