

MANAGING STAKEHOLDER RELATIONSHIPS

1- DAY

WORKSHOP DESCRIPTION

All projects have stakeholders. These include the sponsor(s), the project team, customers and other important individuals/groups. How well we work with stakeholders is established early, setting the stage for the rest of the current project, and often, for future projects.

In this interactive session, participants begin by assessing their project stakeholder relationship management practices and conclude with identifying targets/strategies for their own improvement.

The workshop dialogue and exercises will explore the following topics:

- ▶ **Who are the key stakeholders in a project? What are their responsibilities?**
- ▶ **How are stakeholder relationships and project success/failure connected?**
- ▶ **What is project performance? How can milestones keep stakeholders connected?**
- ▶ **How are productive working patterns established with stakeholders?**
- ▶ **What is "front-end loading" and why/how does it unify project stakeholders?**
- ▶ **How can you leverage strong stakeholder support and minimize stakeholder resistance?**
- ▶ **What project elements benefit from stakeholder agreement? Why?**
- ▶ **Which specific project management techniques can strengthen stakeholder relationships and project decision-making?**

SESSION OBJECTIVES

During the workshop, participants will:

1. **Assess their current relationship management practices with stakeholders.**
2. **Learn which project factors most influence success/failure.**
3. **Identify the many opportunities for gaining/maintaining credibility with stakeholders during the life of the project.**
4. **Review selected project management techniques that build better partnerships.**
5. **Target areas for improving their project relationship practices.**

THIS WORKSHOP IS FOR...

- Project managers
- Team members transitioning to project manager roles
- Lead customer contacts
- Project Office consultants

ASSESSMENT TOOLS & HANDOUTS

- Stakeholder Relationships Self-Assessment Profile
- Project Stakeholder ID Worksheet
- Agreement Checklist Assessment
- Agreement Checklist Lifecycle Path
- Annotated List of (Stakeholder Focused) Project Management Tools & Techniques
- Improvement Target & Strategies Worksheet
- Workshop Evaluation

For further information, contact us:
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