MERCURY

Projects Stakeholder Management, Negotiation, Communication and Influence



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Introduction:

This innovative training course will focus on the practical and theoretical aspects of negotiation, communication, and influence. You will learn how to build an ongoing relationship with people to ensure success in everything you do and the essential components of engagement and practical skills in negotiation, communication, and influence. A stakeholder is someone who has an interest in your organization, department, or project and can influence what you do. Stakeholders can be internal or external and can include internal departments, investors, employees, government, customers, suppliers, the community, unions, contractors, or trade associations. If you want to be effective with stakeholders, you must take the time to develop and build support and influence. Whether it is a project or a major change initiative, without people support, you will fail. Research has shown that project and programme management professionals spend far too much time dealing with people and people issues.

Target Audiences:

- All leaders, managers, and supervisors.
- Technical professionals with limited soft skills experience.
- Anyone who needs to understand stakeholder engagement.
- Leaders. Organisational development professionals.
- Project management professionals.
- Project and programme managers.
- HR professionals. Talent management experts.
- Anyone who needs to improve their stakeholder management and influence.
- Anyone who needs to improve their negotiation, communication, and influence skills.
- Anyone who finds themselves in need of this course and wants to develop their skills and expertise.

Training objectives:

At the end of this program, participants will be able to:

- Understand the critical approaches to stakeholder management.
- Recognize the main ways of effective influence.
- Apply psychological communication theory to stakeholder management.
- Analyze the appropriate negotiation techniques in each case.
- Design a stakeholder engagement strategy.

Course Content:

Unit 1: Stakeholder Management Basics:

- Introduction to Stakeholder Management
- Key Stakeholder Management Definitions
- Identifying Your Stakeholders, Stakeholder Analysis
- 3 Steps to Effective Stakeholder Management
- Developing Ongoing Business Relationships

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Unit 2: Negotiation Techniques for Collaboration:

- Negotiation Model
- Creating the Ideal BATNA
- Introduction to Reframing Techniques
- Cultural Differences That Affect Negotiation
- Negotiating Styles, Tactics, and Overcoming Deadlocks

Unit 3: Essential Communication Skills for Stakeholder Management:

- Understanding the Psychology of Communication
- The Seven Biggest Barriers to Effective Communication
- Removing Communication Barriers
- Why Listening is More Important than Talking?
- Emotional Intelligence EI Skills Required for Stakeholder Management

Unit 4: Influencing Skills:

- Tools of Influence
- Reciprocity, Give and Take
- The Importance of Commitment and Consistency
- How Social Proof Influences Behavior
- Liking, Authority, and Scarcity

Unit 5: Essential Skills for Stakeholder Management:

- Managing Stakeholders Successfully
- Running Effective Stakeholder Meetings
- Engaging People in the Process
- The Power of Empathy
- Personal Action Planning