

# EFFECTIVE STAKEHOLDER COMMUNICATION

Course Code: 0503

Develop advanced techniques in order to adapt communication styles and apply influence techniques for enhanced stakeholder buy-in and commitment.

There is no question that in today's complex business environment communication is more important than ever. As the pressure to deliver projects faster, at a lower cost, and with the functionality required to help innovate and improve business results, those involved in projects need to be able to effectively communicate with a broad stakeholder group to understand needs, influence direction, and achieve results. Communication can be very challenging. People have different needs, and as stakeholder groups become broader and more communication is done through virtual mediums, the potential for miscommunication dramatically increases.

In this course, you will acquire the skills and knowledge required to improve the effectiveness of communication with stakeholders.

## What You'll Learn

- Understand your natural tendencies when communicating with others
- Identify and adapt to stakeholder communication needs based on their role and preferences
- Communicate effectively using various communication mediums and methods
- Apply influence techniques to achieve specific goals
- Plan for a win-win negotiation
- Facilitate stakeholder meetings

## Who Needs to Attend

Anyone working with stakeholders who wants to:

- Improve the effectiveness of their communication using a variety of communication methods
- Influence and negotiate to achieve better outcomes
- Run more effective face-to-face and virtual meetings

## Prerequisites

Pework for this course should be completed one week in advance and brought to class.

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CLASSROOM LIVE

\$3,113 CAD

3 Day

## Classroom Live Outline

### 1. Introduction

- Introduction to course
- Personal learning objectives
- The definition of communication
- What effective communicators do

### 2. Your Communication Style

- Personal needs and your communications
- Creating a dialogue through question-asking
- Your personal listening skills assessment

### 3. Adapting to Stakeholder Communication Needs

- Layers of stakeholder diversity
- Personal needs and your stakeholders - adapting your style
- Adapting your message based on the stakeholder's role, level and tenure

### 4. Planning and Structuring Your Message

- The process of understanding
- Developing a communication objective
- Analyzing your stakeholders - completing and audience analysis
- The structuring communications model

### 5. Delivering Your Message

- Writing reports and proposals
- Delivering a compelling presentation

### 6. Advanced Influence Techniques

- The definition of influence
- The influence roadmap:
  - ☒ Define your influence objective
  - ☒ Determine your approach
  - ☒ Select your tactic

Plan your message

## 7. Win-Win Negotiation Techniques

- Types of stakeholder negotiations
- Moving from positions to interests
- The negotiation process
  - Planning for negotiations
  - Conducting negotiation discussions
  - Making a proposal
  - Gaining agreement

## 8. Facilitating Meetings

- Planning for meetings
- Conducting face-to-face meetings
- Leading virtual meetings
- Following up to achieve result

## 9. Connection

- Your personal action plan

# EFFECTIVE STAKEHOLDER COMMUNICATION

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VIRTUAL CLASSROOM LIVE

\$3,113 CAD

3 Day

## Virtual Classroom Live Outline

### 1. Introduction

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- The definition of communication
- What effective communicators do

### 2. Your Communication Style

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- Creating a dialogue through question-asking
- Your personal listening skills assessment

### 3. Adapting to Stakeholder Communication Needs

- Layers of stakeholder diversity
- Personal needs and your stakeholders - adapting your style
- Adapting your message based on the stakeholder's role, level and tenure

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PRIVATE GROUP TRAINING

3 Day

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