

Strategic Stakeholder Management through Effective Communication

Duration: 5 Days

Language: en

Course Code: PO4-114

Objective

Upon completion of this course, participants will be proficient in:

- Identify and eliminate barriers to effective communication.
- Understand stakeholder dynamics and their impact on project outcomes.
- Assess the advantages and drawbacks of digital communication methods.
- Manage conflicts and competing priorities within stakeholder interactions.
- Strategically engage stakeholders with divergent interests.
- Set and manage stakeholder expectations for quality and performance.
- Utilise research-backed strategies for impactful digital communication.
- Implement continuous improvement practices in communication processes.
- Maintain stakeholder engagement through transparent reporting and progress updates.

Audience

This training is designed for professionals across various industries and roles, including but not limited to:

- Leaders, supervisors, and managers seeking to enhance their communication and stakeholder management skills.
- Human resources professionals responsible for managing employee engagement and organisational communication.
- Public relations and marketing personnel involved in stakeholder engagement and brand management.
- Project teams and managers responsible for driving project success through effective communication with stakeholders.
- Commercial and supply chain executives involved in vendor and partner management.

- Sales and marketing teams aiming to enhance customer engagement and satisfaction through effective communication strategies.

Training Methodology

This course employs a comprehensive training methodology to enhance theoretical understanding and practical application. Participants will engage in interactive lectures, dynamic group discussions, and hands-on workshops to master advanced communication techniques. Real-world case studies and role-playing exercises will provide experiential learning opportunities, allowing participants to practice managing stakeholder relationships and resolving conflicts. The course will also incorporate digital communication simulations to address the challenges and advantages of modern communication tools. Continuous feedback sessions and reflective practices will be integrated to ensure participants can effectively apply the skills learned in their professional roles, fostering an environment of continuous improvement and excellence in stakeholder management.

Summary

Adept communication skills are paramount for successful project execution and sustained business performance in the rapidly evolving digital landscape. This comprehensive course offers a master's class in management communication tailored to the demands of the digital era. Participants will gain insights into navigating the complexities of stakeholder relationships, ensuring effective communication across diverse platforms and audiences. From understanding stakeholder needs to mitigate conflict and driving consensus, this course equips professionals with the tools to excel in stakeholder management.

Course Content & Outline

Section 1: Understanding Communication Dynamics

- Exploring the psychology of communication and dispelling myths surrounding digital communication.
- Overcoming barriers to effective digital communication and leveraging email as a communication tool.
- Integrating insights from neuroscientific research to enhance communication strategies.
- Navigating cross-cultural communication nuances and understanding generational differences.
- Avoiding 'groupthink' pitfalls in decision-making processes.

Section 2: Stakeholder Identification and Management

- Identifying and categorising stakeholders based on their roles and interests.
- Understanding stakeholder expectations, commitment levels, and motivations.
- Defining the management role in fostering positive stakeholder relationships.
- Prioritising stakeholder requirements and aligning them with business objectives.
- Managing stakeholder resistance and gaining buy-in for project initiatives.

Section 3: Effective Communication Strategies

- Identifying and overcoming communication barriers and filters.
- Managing organisational politics and navigating external stakeholder relationships.
- Handling difficult stakeholders and resolving conflicts effectively.
- Selecting appropriate communication methodologies for clear and impactful messaging.
- Mastering the art of influence and stakeholder engagement.

Section 4: Building Trust and Rapport

- Leveraging position, knowledge, and personal power to gain stakeholder commitment.
- Establishing rapport and understanding personality preferences for effective communication.
- Recognising and addressing manipulative behaviours while fostering trust.
- Managing challenging behaviours and transforming confrontation into cooperation.

Section 5: Application and Target Audience

- Application of effective communication strategies in various professional contexts.
- Target audience: Leaders, supervisors, HR staff, PR and marketing professionals, project teams, commercial and supply chain executives, sales and marketing teams.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Law, Contracts and Legalities, Management & Leadership, Project Management

Tags

Target Audience, Stakeholders, management, Effective Coommunications

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