Influence and Stakeholder Management

Learn about stakeholder management and methods to meet or exceed stakeholder expectations.

You will learn to use the psychology of power and persuasion to engage and influence stakeholders. Individual and team exercises will be utilised to advance verbal and non-verbal communication techniques and skills. Using in-class case studies, you will be introduced to proven methods of negotiation and conflict resolution.

Communication breakdown is the greatest cause of project failure, because it is the one area where we make the most assumptions. As some claim that a manager’s job is over 80% communications, each participant will have an opportunity to practice key skills involved in communication and persuasion.

Enhance your competencies in engaging stakeholders and effective communication planning.

Enroll Today

Complete course content inside!
Who Should Attend

This outstanding course is for anyone who would like to improve their competencies in interpersonal skills and communications in order to manage stakeholders more effectively:

- Directors
- General Managers
- Project Managers
- Project Coordinators
- Team Leaders
- Executives
- Salespeople
- Business owners
- Systems, Manufacturing and Operations Personnel
- Corporate Department Heads
- Engineering Professionals

What You Will Learn

1. Basic communications planning
2. Stakeholder management
3. Communication styles (i.e. generational differences)
4. Communication mediums
5. Silence and non-verbal communication
6. Conflict resolution and negotiations
7. How to determine power bases, influence and persuade
8. Create a detailed communication plan
9. Create a stakeholder management plan
10. Increase stakeholder buy-in
11. Personal communication styles
12. Have heightened awareness of non-verbal cues
13. Understand and use techniques of power, influence and persuasion

In-Company Training

This and all UVic executive programs can be delivered on-site or customized for your group’s needs. Please email your custom program enquiry to eisted@uvic.ca. For more information call 250.721.6429.

PMI Talent Triangle™

The PMI Talent Triangle shows the ideal skill set for today’s practitioner. Influence and Stakeholder Management adheres to PMI’s talent triangle PDU accrual system and earns participants 14 PDUs under the Leadership section.

Preview and register online at execprograms.uvic.ca/stakeholders
Influence and Stakeholder Management

Day 1

Stakeholder Management Fundamentals
- Who are Stakeholders?
- Why is Stakeholder Management Important?

Stakeholder Model
- Identify Stakeholders
- Understand Stakeholders
- Build Trust
  - Monitor and Control Stakeholders

Stakeholder Identification
- Stakeholder Identification Methods including the Salience Model
- EXERCISE: Fraser River Debris Program

Stakeholder Understanding and Mapping
- Stakeholder Assessment
  - Determining Urgency/Legitimacy/Power
  - Determining Needs and Expectations
  - Preferred Communication Styles
- EXERCISE: Stakeholder Map

Build Trust
- What is Trust?
- The Business Case of Trust
  - How do you Build Trust?
  - How do you Repair Broken Trust?

Responding To Stakeholders
- Psychology of Influence and Persuasion
- How to achieve and maintain stakeholder buy-in
- Case Study

Stakeholder Monitoring and Control
- Expectation Management
- Engagement Management
- EXERCISE: Stakeholder on a Page

Day 2

Communication Models
- Sender Receive
- 3 Way Communication

Non Verbal Communication
- Para Verbal
- EXERCISE: Stakeholder Sort
- Non Verbal
- EXERCISE: ABC Game

Communication Mediums
- Face to Face
- E-mail/Text
- Telephone
- Shared Databases
- Web Conferencing
- EXERCISE: Three Hour Tour

Communication Styles
- Assertive vs. Expressive

Communication Barriers
- Noise
- Generational Differences

Communication Plan
- Goals and Objectives
- Key Messaging
- Distribution, Retention and Knowledge Management
- EXERCISE: Communication Key Messaging

Issue and Conflict Management
- Issue Identification Ownership and Resolution
- Conflict Resolution Styles

Negotiation
- Negotiation Model
  - Prepare
  - Discovery
  - Bargaining
  - Commitment

Instructional Approach
This course is made up of short lectures, multiple table exercises, case study, video clips, and games. You will undertake both individual and team exercises. You will also use peer reviewed exercises to gain personal awareness and to become more adept at providing feedback to other team members. You are guaranteed not to be bored!

Instructor Profile

Dr. Dale Christenson

Dr. Dale Christenson, president of the Project Management Centre of Excellence Inc., specializes in project management training and consulting. Dale is a Certified Management Consultant and Project Management Professional. He combines an extensive academic background with real-world expertise in the areas of program and portfolio management, organizational development, change management and critical project success factors. He’s held various project management leadership positions in the public and private sectors.
Influence & Stakeholder Management

Enhance your competencies in interpersonal skills and communication

Course Tuition & Registration Details

**Program Tuition:** $1,195 + GST. This includes instruction, all seminar materials, lunches and refreshments.

**Please Note:** Fees, dates, speakers and applicable taxes are subject to change. UVic’s liability is limited to reimbursement of paid tuition fees. Cancellations received in writing at least 21 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 21 days prior to the seminar will be subject to a $200 administration fee. Nonattendance will incur full seminar tuition cost. Participants must attend all program days and fulfill all program requirements in order to receive a certificate / record of completion.

Call us at **250.721.6429** or email: eisted@uvic.ca

**Payment Options**

UVic accepts Visa, MasterCard, American Express and cheques.

**Please make cheques payable to:** University of Victoria

and mail to: Executive Programs, Gustavson School of Business, University of Victoria, PO Box 1700 STN CSC, Victoria, BC V8W 2Y2

**Program Location**

Your course will run 9:00 a.m. to 4:30 p.m. each day at the following locations:

**Vancouver Island Technology Park**

#2201 - 4464 Markham Street
Victoria, British Columbia V8Z 7X8

**Optional Accommodations**

Call UVic Executive Programs at 250.721.6429 for the **UVic Gustavson corporate rate**.

**Upcoming Sessions:**

May 6 - 7, 2019
Victoria

**Experience**

The University of Victoria
Learning Difference...

State-of-the-art learning facilities

World class faculty and instructors

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