Influencing Project Stakeholders

OVERVIEW

Course duration: 1 day.

Ask project managers where their greatest communication challenges lie and you'll almost always hear – "getting buy-in and commitment from stakeholders". This practical one-day course focuses on the key interpersonal skills that are required to manage the more demanding stakeholders you will come across as a project manager.

The course is focused on using influence and persuasion and how to use these effectively with stakeholders at all levels. The content will also highlight effective approaches where you specifically lack authority. Handling conflict is covered in some detail and your own personal behavioural preferences will be examined to establish whether you are taking the correct approaches to your challenging stakeholders.

Note: An optional second day is available ('Influencing Others – A Practical Workshop to Achieve Impact without Authority') that will use a detailed behavioural assessment, case studies and 'hands-on' interactive exercises to test and improve delegates' influencing and persuading skills.

How good are your Project Management skills? Take our 10 minute self-assessment to find out!

IS IT RIGHT FOR ME?

Suited to all project managers who find managing certain stakeholders a real challenge.

WHAT WILL I LEARN?

By the end of this workshop you will be able to:
• Appreciate how stakeholder management is undertaken throughout the project lifecycle
• Identify and manage all relevant stakeholders successfully
• Get agreement to either a 'Waterfall' or 'Agile' approach to your project
• Influence stakeholders more effectively
• Get things achieved despite having little or no direct authority
• Provide constructive feedback where the messages are difficult or sensitive
• Minimise and manage conflict situations positively.

WHAT WILL IT COVER?

Stakeholders – who are they?
• The key stakeholders identified
• Project team stakeholders – the most common roles explained
• Agreeing whether the project approach will be either 'Waterfall' or 'Agile'
• Getting approval to roles and responsibilities

Engaging and Persuading Stakeholders
• Understand when to engage stakeholders during the project life cycle
• Stakeholder mapping and the essential role it plays in relationship building
• The differences between influence, persuasion and negotiation
• Understand your own influencing style
• Getting stakeholders to deliver on time

- Power levers – how they can significantly strengthen your hand
- Other people's behaviour – recognising it and adapting your style

Persuading your Senior Stakeholders when you have limited Authority
- Establish yourself - gaining credibility and power
- The two sides to being assertive with stakeholders
- Motivating senior people to your point of view
- Key tips for using influence and persuasion with your senior stakeholders

How to Communicate Effectively within a Difficult Environment
- How to handle emotion
- Getting people to do what you require of them
- Using different people to help you get results from others
- Using a structured persuasion process

Minimise and Manage Conflict Situations
- The importance of seeing things from the other person's point of view
- Recognise your conflict handling style
- Selecting the most effective approach for each conflict situation

FURTHER COURSES TO CONSIDER

Managing Project Finances - The Skills in a Day
Senior Level Communication Skills
Project Monitoring and Control - The Skills in a Day
Conflict Resolution
Influencing Others – A Practical Workshop to Achieve Impact without Authority
You may also like: Promoting your Expertise as an Internal Consultant - Strategic Perspective, Change Management and People Engagement