



STAKEHOLDER MANAGEMENT

Influencing & Negotiating

24 - 28 Jul 2017, London

18 - 22 Dec 2017, London

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Introduction

A Stakeholder is an individual or group, with an interest in what you provide or do. If you are going to influence your Stakeholders, you must take the time to develop and build support. Whether this is for a Project or a major Change initiative, without the support of people, you will fail. Research has shown that Project and Programme Management Specialists spent much more time than the average respondent dealing with people and people issues.

This exciting and innovative training seminar will focus on the practical and theoretical aspects of Influencing, Negotiating & Communicating. You will learn how to build an ongoing relationship with people to ensure success in all you do. You will learn the essential ingredients of engagement and practical skills in human communication, influence and negotiation.

This training seminar will highlight:

- How to manage Stakeholders successfully
- How to remove or limit communication barriers
- Leading change through the power of relationships
- How to build an ongoing relationship with people to ensure success
- Practical people engagement techniques

Objectives

This exciting and innovative training seminar will focus on the practical and theoretical aspects of Stakeholder Management & Communication.

At the end of this training seminar, you will learn to:

- Describe the critical approaches to Stakeholder Management
- Discuss the main methods of effective influence
- Apply psychological communication theory to project and programme management
- Analyse the appropriate negotiation techniques in a given situation
- Design a strategy for Stakeholder Engagement

Training Methodology

This training seminar will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes stimulating presentations supporting each of the topics together with interactive trainer lead sessions of discussion.

There will also be many practical sessions where participants have the opportunity to practice and experience course related activities. Practical and fun exercises, short video presentations, small group work and feedback will be used to facilitate learning.

Organisational Impact

Stakeholder management & communication are essential to success in any setting. This training course will have a very positive impact on the organisation, including:

- Project and Programme Managers with a detailed understanding Stakeholder management processes
- Improved communication with all Stakeholders
- Increased programme and project effectiveness
- More successful influence with Stakeholders
- Staff with practical negotiation skills that can be applied in many workplace settings

Personal Impact

By attending this training seminar, participant will develop a number of important work-related skills and competencies. These include:

- A detailed understanding of the practice of Stakeholder Management
- Practical skills in Stakeholder engagement
- Effective communication skills
- Improved negotiation and influence skills
- Increased Emotional Intelligence (EI)

Who Should Attend?

This training course is suitable for a wide range of professionals but will greatly benefit:

- Project Management Professionals
- Project and Programme Managers
- Any Manager who needs to improve their skills in communication, negotiation and influence
- Change Leaders
- Human Resource (HR) Professionals

SEMINAR OUTLINE

DAY 1

Essential Communication Skills for Stakeholder Management

- Introduction to Stakeholder Management
- Understanding the psychology of communication
- The seven largest barriers to effective communication
- How to remove these barriers
- Why listening is more important than talking
- The Emotional Intelligence (EI) skills needed for Management

DAY 2

Stakeholder Management

- Key Stakeholder management definitions
- Identifying your Stakeholders
- Stakeholder analysis
- The three-step approach to effective Stakeholder management
- Anticipating your Stakeholder likely needs
- Developing ongoing business relationships

DAY 3

Influencing Skills

- The tools of influence
- Neuro-scientific communication
- Reciprocity: give and take
- The importance of commitment & consistency
- How social proof influences behaviour
- Liking, Authority & Scarcity

DAY 4

Negotiation Techniques and Practice

- Coleman Raider “Bare-Bones” model
- Negotiating styles assessment
- Create the ideal BATNA
- Introduction to reframing techniques
- Cultural differences that affect negotiation
- Negotiating styles, tactics and overcoming deadlock

DAY 5

Essential Skills for Stakeholder Management

- Managing Stakeholders successfully
- The power of ‘Agile.’
- Practical people engagement
- The power of empathy
- Running effective Stakeholder meetings
- Personal Action Planning



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Code	Date	Venue	Fees
MG182	24 - 28 Jul 2017	London	\$5,500
MG182	18 - 22 Dec 2017	London	\$5,500

REGISTRATION DETAILS

LAST NAME: _____
FIRST NAME: _____
DESIGNATION: _____
COMPANY: _____
ADDRESS: _____
CITY: _____
COUNTRY: _____
TELEPHONE: _____
MOBILE: _____
FAX: _____
EMAIL: _____

AUTHORISATION DETAILS

AUTHORISED BY: _____
DESIGNATION: _____
COMPANY: _____
ADDRESS: _____
CITY: _____
COUNTRY: _____
TELEPHONE: _____
MOBILE: _____
FAX: _____
EMAIL: _____

PAYMENT DETAILS

- Please invoice my company
 Cheque payable to GLOMACS
 Please invoice me

CERTIFICATION

Successful participants will receive GLOMACS' Certificate of Completion

4 WAYS TO REGISTER

Tel: +971 (04) 425 0700
Fax: +971 (04) 425 0701
Email: info@glomacs.ae
Website: www.glomacs.ae

TERMS AND CONDITIONS

- Fees - Each fee is inclusive of Documentation, Lunch and refreshments served during the entire seminar.
- Mode of Payment - The delegate has the option to pay the course fee directly or request to send an invoice to his/her company/ sponsor. Credit card and cheque payments are both acceptable.
- Cancellation / Substitution - Request for seminar cancellation must be made in writing & received three (3) weeks prior to the seminar date. A US\$ 250.00 processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.
- Hotel Accommodation - is not included in the course fee. A reduced corporate rate and a limited number of rooms may be available for attendees wishing to stay at the hotel venue. Requests for hotel reservations should be made at least three (3) weeks prior to the commencement of the seminar. All hotel accommodation is strictly subject to availability and terms and conditions imposed by the hotel will apply.
- Attendance Certificate - a certificate of attendance will only be awarded to those delegates who successfully completed/ attended the entire seminar including the awarding of applicable Continuing Professional Education Units/Hours.
- Force Majeure - any circumstances beyond the control of the Company may necessitate postponement, change of seminar venue or substitution of assigned Instructor. The Company reserves the right to exercise this clause and implement such amendments.
- Fair Access / Equal Opportunities - In the provision of its services as a world-class Training Provider, the Company is committed to provide fair access / equal opportunities throughout the delivery of its courses and assessment leading to the completion of training seminars, or 3rd party qualifications/certifications.

