

Stakeholder Expectations Management

Length: 2 Days

14 PDUs

Course Description

Leading any type of project or change initiative involves guiding numerous people, each with their own agenda, to the desired goals. These people along with the organizational dynamics can be understood, managed and leveraged to get projects done successfully. How well we manage these stakeholders to deliver projects, consulting services, and business results depends upon the ability to manage the expectations of stakeholders. Just who are these people? How does one identify them? Once we know who they are, what do we do with them - and how can they help us achieve the desired goals? More importantly, how can we first manage their expectations to keep on plan, and second use them to achieve project goals?

These questions, and many more, will be answered in this interactive seminar. Participants will learn how to identify stakeholders, techniques for uncovering their real expectations (those hidden agendas), ten (10) analytical methods for understanding stakeholders, and finally, techniques for leveraging the influence, power, and authority of stakeholders to achieve desired goals. Learn what to do when old stakeholders leave and new ones arrive, as well as techniques for managing stakeholders with non-converging expectations.

Project work always involves people, and represents up to 80% of the challenges for project managers. Project management has been called the management of risks to predictably achieve the desired results. Using this basic process for keeping the dynamics of people and organizations under control, along with good project management practices, is a contributor to repeated success in project work.

Key Topics

1. Importance and role of stakeholders in change and project work
2. Vocabulary of stakeholders expectation management
3. Identifying stakeholders
4. Uncovering the multiple stakeholder expectations in projects
5. Ten (10) methods of analyzing stakeholders
6. The stakeholder expectation management process
7. Aligning this process to the project management process
8. Developing the plans to manage exceptions
9. Executing the plan
10. Building on stakeholder success for future projects

Course Audience

Management, Program and Project Managers, Team Leaders

Prerequisites

1. Must complete an assessment of a previous project prior to the course
2. Knowledge of one's Myers-Briggs Type Indicator (MBTI) will be very helpful

Tactical Skills

Participants will learn from models and processes, and interactive sessions with real data:

- A comprehensive understanding of the concept of stakeholders in change and projects
- Processes for converging disparate stakeholder expectations



Stakeholder Expectations Management

- Techniques to analyze stakeholders
- How to develop and manage to stakeholder expectation management plans
- How to leverage stakeholders to achieve goals of current and future change and projects