



STAKEHOLDER ENGAGEMENT & COMMUNICATIONS PRINCIPLES

Introduction

Stakeholder & Communications Principles is an introduction to the theory and practice of this key activity in any change programme. The course provides an overview of the responsibilities, tools and skills required to manage this capability effectively. The course can lead to a nationally recognised award accredited by ILM following an assessment exercise.

Target Audience

This course is ideal for any staff involved in change related roles and wish to gain a qualification, for example:

- Operations staff taking up a BCM role
- Programme leaders and managers
- Benefits and Business Case managers
- Members of a change team
- Project managers
- Programme and project office staff

Course Benefits

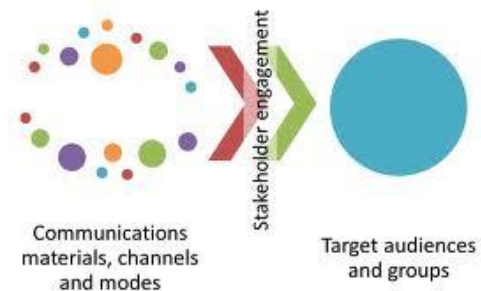
- Greater understanding of the criticality of stakeholder engagement and effective communications
- Familiarisation with the techniques and tools
- Communications in the change lifecycle
- Develop a workplace action plan to support stakeholder engagement through communications

Duration: 1 day workshop with an additional 20 hours of study time for the award.

Pre-Requisites: Business Change Manager or Programme Management Overview courses, or an understanding of Managing Successful Programmes.

Public Event: Public courses are based around a case study.

In-House Event: Can be tailored around a current or planned Change Programme.



About Aspire Europe

The case for using Aspire Europe is compelling; we are a company dedicated to improving the effectiveness of organisations through transfer of our knowledge to your staff.

We specialise in the best practice methods, covering Project, Operational and Programme environments and thus have a unique insight into how risk from one discipline carry across into other areas of the organisation.

We have extensive experience in the management of risk in a range of business functions and will share pragmatic use of best practice rather than indoctrinate delegates with a rigid approach.

We constantly strive to offer refreshing courses, material and examples to the market and provide interesting and stimulating events.

For more details please contact us

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Email: theacademyteam@aspireeurope.com

Web: www.aspireacademy.tv

Public Event: Price on application
In-House Event: Price on application
C4CM Qualification: £175 per person (optional)



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Course Outline

Module	Content
Identify and Analyse Stakeholders	This session covers: <ul style="list-style-type: none">• Where to look for stakeholders• Running stakeholder identification workshops• Stakeholder analysis methodology• Achieving effective categorisation
The Stakeholder Map	This session covers: <ul style="list-style-type: none">• Purpose of the stakeholder map• Identifying areas of interest• Refining stakeholders and interests• Identifying priorities for resources management
Communications Theory and Practice	This session covers: <ul style="list-style-type: none">• The problems with communications• Communications channels• Effective communications• Feedback and assessment
Managing Stakeholder Communication of Change	This session covers: <ul style="list-style-type: none">• Objectives for stakeholder engagement and how to achieve them through effective communications• The problems with non-communication• Managing change resistance through communication
Strategies and Plans	This session covers: <ul style="list-style-type: none">• The stakeholder engagement cycle• Developing the stakeholder engagement strategy• Roles and responsibilities• The communications plan• Execution of the strategy and plan
Action Planning	This session covers: <ul style="list-style-type: none">• Delegates to develop an action plan to go back and deliver effective stakeholder engagement and communications within their organisations.
Course Methodology	Attendees are encouraged to bring forward relevant situations from their workplace for illustration and discussion (Chatham House rules apply). The case study and exercise are relevant to the organisational situation of the attendees who are encouraged to use their own situation. Our trainers have an excellent track record in adding value above the course content.

The award is administered by the Centre for Change Management.