



# 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 who 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

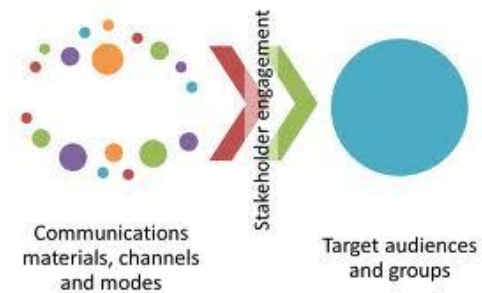
- Greater understanding of the criticality of stakeholder engagement and effective communications
- Familiarisation with the techniques and tools
- Communications in the change lifecycle
- Develop a workplace action plan to support stakeholder engagement through communications

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

**Pre-Requisites:** None required

**In-House Event:** Price on application

**C4CM Qualification:** £175 per person (optional)



## About Aspire Europe

Our roots are entrenched in Change Programme Management and Performance Management and we are committed to improving the efficiency and effectiveness of organisations through the transfer of our knowledge and experience to your people.

We constantly strive to offer refreshing, stimulating and interesting events facilitated by consultants with a wealth of experience and examples to enhance your learning experience.

We offer further accredited courses to continue your development.

For more details please contact us

**0117 440 2560**

Email: [theacademyteam@aspireeurope.com](mailto:theacademyteam@aspireeurope.com)

Web: [www.aspireacademy.tv](http://www.aspireacademy.tv)



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## Course Outline

Module	Content
<b>Identify and Analyse Stakeholders</b>	This session covers: <ul style="list-style-type: none"><li>• Where to look for stakeholders</li><li>• Running stakeholder identification workshops</li><li>• Stakeholder analysis methodology</li><li>• Achieving effective categorisation</li></ul>
<b>The Stakeholder Map</b>	This session covers: <ul style="list-style-type: none"><li>• Purpose of the stakeholder map</li><li>• Identifying areas of interest</li><li>• Refining stakeholders and interests</li><li>• Identifying priorities for resources management</li></ul>
<b>Communications Theory and Practice</b>	This session covers: <ul style="list-style-type: none"><li>• The problems with communications</li><li>• Communications channels</li><li>• Effective communications</li><li>• Feedback and assessment</li></ul>
<b>Managing Stakeholder Communication of Change</b>	This session covers: <ul style="list-style-type: none"><li>• Objectives for stakeholder engagement and how to achieve them through effective communications</li><li>• The problems with non-communication</li><li>• Managing change resistance through communication</li></ul>
<b>Strategies and Plans</b>	This session covers: <ul style="list-style-type: none"><li>• The stakeholder engagement cycle</li><li>• Developing the stakeholder engagement strategy</li><li>• Roles and responsibilities</li><li>• The communications plan</li><li>• Execution of the strategy and plan</li></ul>
<b>Action Planning</b>	This session covers: <ul style="list-style-type: none"><li>• Delegates to develop an action plan to go back and deliver effective stakeholder engagement and communications within their organisations.</li></ul>
<b>Course Methodology</b>	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.