



# STAKEHOLDER MANAGEMENT INTERACTIVE LEARNING MASTERCLASS

## Introduction

This is our ultimate stakeholder management interactive learning event.

It provides you with a unique opportunity to attain not only the theoretical knowledge of stakeholder management from our expertise as thought leaders in this area, but also attain an understanding of the practical application we have acquired as accredited consultants assessing organisational performance.

## Target Audience

This course is ideal for:

- Programme managers
- Project managers
- Programme and project teams
- PMO + CoE staff

## Course Benefits

- Introduces and explains stakeholder management principles
- Increased confidence to manage stakeholders and communications
- Introduces and explains roles involved with managing stakeholders and communications
- More effective contribution to stakeholder management and communications in the workplace
- Opportunity to share ideas and concepts with others

**Pre-Requisites:** None required

**Price: £75 per person (full package)  
for 12 months access  
+ £175 for C4CM qualification**

**If you would like to view an interactive taster  
of this course, please [click here](#)**

MSP® and P3M3® are [registered] trade marks of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.  
Aspire Europe and the logo are registered trademarks of Aspire Europe Limited.



## Interactive Learning Features

Helpful features you will find in our courses include:

- Course accredited by the Centre for Change Management (C4CM)
- Access to materials for 12 months
- 110 interactive screens with information presented innovatively to make it interesting
- Worked examples provided in the “Show me how to” guides bring the technique to life
- Podcasts by the lead author for MSP® 2007 and 2011
- Multi-platform support including Smartphone/Tablet access
- Access to our online community with peer and topic expertise support
- Search facility to enable you to find the topic you need
- Assessments at the end of each module to check your understanding
- A workbook for those planning to undertake the C4CM assessment
- Supporting templates that can be used in your organisation
- Customisable to include company specific references and approaches

## About Aspire Europe

Aspire Europe are a company firmly embedded in change programme management and performance improvement.

We have been at the forefront of leadership for 10 years, having been the lead authors for the 2007 and 2011 Managing Successful Programmes (MSP®) and the P3M3® Maturity Model for 2008 and 2013.

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**

**01275 848099**

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

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



# STAKEHOLDER MANAGEMENT INTERACTIVE LEARNING MASTERCLASS

## Course Outline

Module	Content	Length
<b>Overview</b>	This module provides a basic overview of the terminology, principles and concepts that underpin Stakeholder Management best practice. <ul style="list-style-type: none"><li>• Principles</li><li>• Who are stakeholders and why are they important?</li><li>• Communications</li><li>• Stakeholder roles</li></ul>	1 hour
<b>Identify the stakeholders</b>	This module explains the key areas in identifying stakeholders at the outset and how to develop basic stakeholder management information. <ul style="list-style-type: none"><li>• Grouping stakeholders</li><li>• Where to look for stakeholders</li><li>• Areas of stakeholder interest</li></ul>	2 hours
<b>Analyse the stakeholders</b>	This module explains how to analyse stakeholders and their impacts and influences on the project or programme. <ul style="list-style-type: none"><li>• Analysing stakeholder impact</li><li>• Stakeholder mapping</li><li>• Enhancing stakeholders</li></ul>	2 hours
<b>Plan for communication</b>	This module explains how to plan communications with stakeholders. <ul style="list-style-type: none"><li>• Planning engagement</li><li>• Communication strategy</li><li>• Communication brief</li><li>• Approaches to engagement</li></ul>	2 hours
<b>Delivering stakeholder communication</b>	This module explains delivering communications and managing the process. <ul style="list-style-type: none"><li>• Controlling delivery</li><li>• Selecting the right communications channel</li><li>• Keys to effective communication</li></ul>	2 hours
<b>Reviewing stakeholder communications</b>	This module covers reviewing stakeholder communications effectiveness. <ul style="list-style-type: none"><li>• Measuring effectiveness</li><li>• Minimum requirements</li><li>• Analysing results</li></ul>	1 hour

If you would like to view an interactive taster of this course please [click here](#).

For more details please contact us  
**01275 848099**

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