



Managing Project Stakeholders

Course Description

Every project has stakeholders. They may be called customers, executive management, sponsors, functional managers, users, or extended team members. Some of these stakeholders may be collocated with the project team while others may never directly interact with a project team member. Regardless of the name or location, they can have a significant impact on the perceived success or failure of the project. Often they are more interested in the overall impact that project results have on the business than they are on the perfect execution of the project plan. This has led to the need to identify the project stakeholders and manage the stakeholder interactions.

This interactive one-day program will provide tools for identifying stakeholders. Once the stakeholders are known, the elements of a successful stakeholder interaction strategy will be discussed. Stakeholder communication principles will be introduced and practiced. Finally, techniques for resolving conflict with stakeholders will be presented. This course is consistent with the Project Management Institute's *Project Management Book of Knowledge*. However, it also includes techniques that go beyond those identified by PMI.

Topics Covered

- Definition of a Project Stakeholder
- Stakeholder Identification
- Stakeholder Interaction Strategy
- Stakeholder Communication
- Stakeholder Conflict