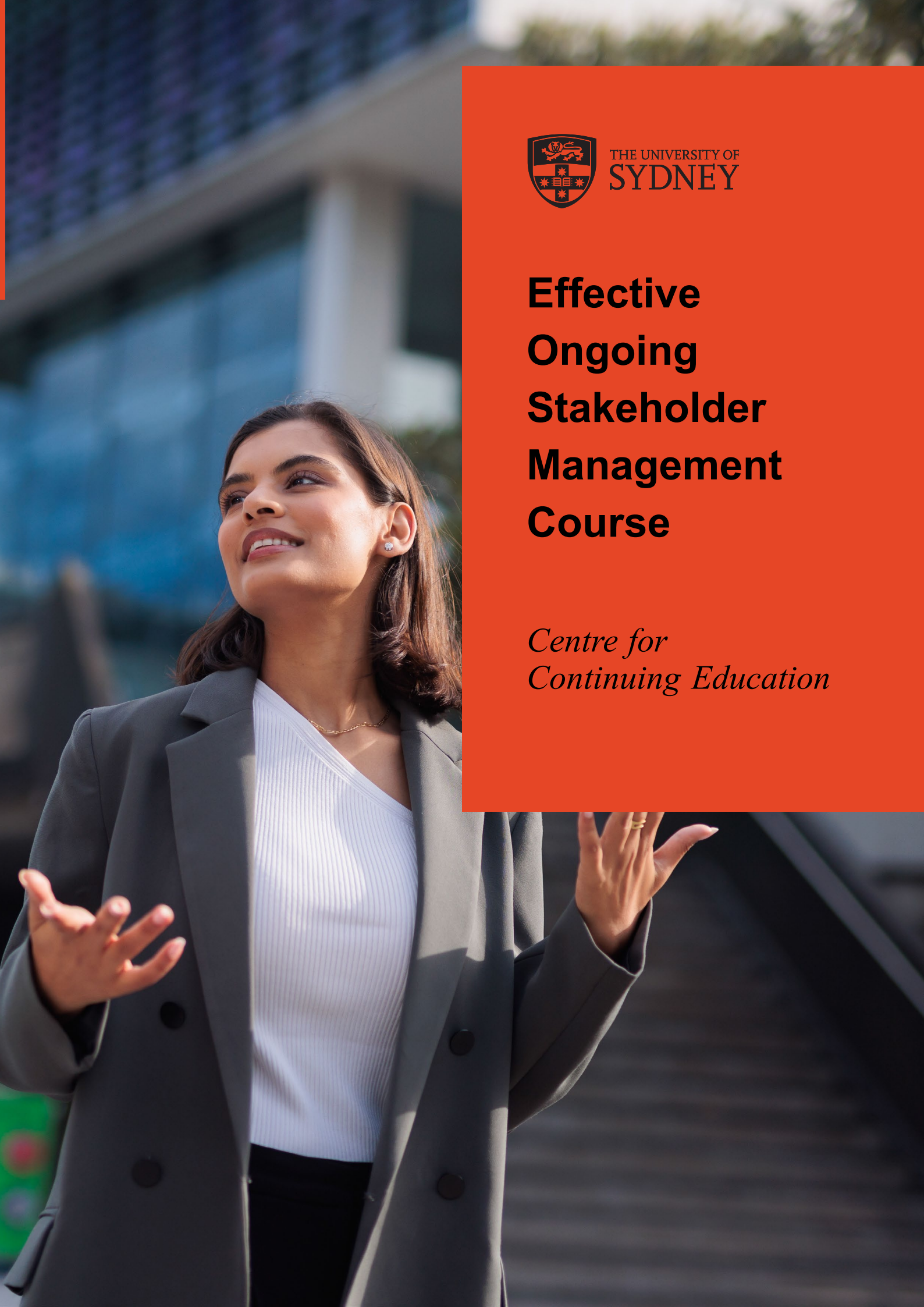




THE UNIVERSITY OF  
SYDNEY

# Effective Ongoing Stakeholder Management Course

*Centre for  
Continuing Education*



# Effective Ongoing Stakeholder Management Course



This stakeholder management course delivers the principles of effective stakeholder management in everyday working situations. Stakeholders are all those individuals and team members involved in helping the organisation to achieve its objectives.

This stakeholder management course deals with how to effectively manage a wide variety of stakeholders in a “Business As Usual” context, rather than specifically on a project basis. We will examine stakeholders from a variety of perspectives, including power and interest dimensions, and in so doing, develop techniques for dealing with adversaries and for building advocates.

## Intended audience

Suitable for anyone who is working with stakeholders, where there is no direct reporting relationship. These scenarios arise across commercial, government and not-for-profit sectors.



### Course duration

1 session, 8 hours total



### Time

9am - 5pm



### Format

Face-to-face  
or  
Online in real-time



### Dates

Browse available  
[course dates](#)

- Types of roles include:
- Business managers
- Department managers
- Product/Service managers
- Change/Risk managers
- Sales/Marketing/Customer Service managers
- Technical managers
- Supply chain/Procurement managers
- General Managers
- Operations Managers
- Executive Officers.

## Prerequisites

None



## Upon completion

Every participant receives a University of Sydney certificate of completion.



## Aims

- Effectively communicate with all stakeholder groups
- Engage with stakeholders in a way that produces stronger results
- Lead a diverse group of stakeholders to achieve required outcomes, whilst satisfying each stakeholder's agenda
- Build relationships that maximise value and minimise inefficiencies for each stakeholder group
- Negotiate in difficult situations to achieve winning outcomes for yourself and each stakeholder group
- Manage change so that it's successfully embraced at all levels
- Ensure there is goal alignment across each stakeholder group for moving ahead in the same direction



## Outcomes

By the end of this course, you should be able to:

- communicate effectively with stakeholders, so as to deliver outcomes based on what is truly valued
- ensure each stakeholder is motivated for delivering required outcomes in a time-efficient manner
- set healthy boundaries and resolve conflicts with stakeholders, so as to achieve favourable outcomes
- manage change so that stakeholders are well-aligned in moving forward
- work collaboratively and creatively with stakeholders in resolving problems and building opportunities
- extend ongoing stakeholder management principles to also manage project-based stakeholders effectively.



## Content

### **Managing ongoing stakeholders versus project-based stakeholders**

Effective management of project-based stakeholders using PMBOK® methodology will be contrasted to techniques for managing stakeholders on an ongoing basis.

### **Engaging and motivating stakeholders to achieve goals**

How to identify, analyse and effectively lead stakeholders, both internally and externally, where there is no direct reporting line. Identifying what motivates each stakeholder and engaging them to achieve objectives in the most efficient and rewarding ways.

### **Communicating and aligning needs to create value**

Introducing a model for communication and techniques for effective communication. Identifying what is truly of value to yourself and each stakeholder group.



## Content cont...

### **Managing demanding and difficult stakeholders, setting boundaries, and resolving conflicts to build bonds**

Overcoming barriers to establishing worthwhile stakeholder relations, setting healthy boundaries for achieving respect, negotiating to resolve conflicts and, and developing stronger relationships based on increased understanding.

### **Managing stakeholders through a change process**

During any activity with stakeholders, the need for change can pose challenges. Several models for dealing with change will be examined for best managing each change as it presents.

### **Dealing with risks and solving problems with stakeholders creatively**

Risk appetite is likely to vary across stakeholder groups, so problems and opportunities that arise can be viewed differently by each group. Ways of solving problems creatively when there are diverse risk profiles, interests and needs.



*“Very useful and draws on lots of case studies that can apply to similar business situations.”*

**Jayne Goodman**



## **Delivery style**

This course lays a theoretical foundation for effective stakeholder management whilst providing time for practical application across a range of scenarios. You will be encouraged to volunteer situations, and an action plan will be developed for moving forward using course principles. Class time will include lectures, demonstrations, and group work.

## **Materials**

Course materials, including a presentation and a course booklet, are provided electronically.



## **Organisational training and development**

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



THE UNIVERSITY OF  
**SYDNEY**

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,  
*inspire leadership*

**For more information**

Centre for Continuing Education  
+61 2 7255 1577

[cce.sydney.edu.au](http://cce.sydney.edu.au)

**Follow us**



@ccesydney



@centreforcontinuingeducation



ccesydney