



# Stakeholder Profiling and Communications Management

*Duration: 1 day*

“ PM-Partners have been leaders in training and professional certification for over 20 years.

Our trainers are highly qualified, practitioners in their chosen fields. ”

## Sydney

Level 2, Bank of NSW House  
228 Pitt Street  
Sydney NSW 2000  
P: 1300 70 13 14  
www.pm-partners.com.au  
info@pm-partners.com.au

## Melbourne

Saxons  
Level 8, 500 Collins Street  
Melbourne VIC 3000  
P: 1300 70 13 14

## Singapore

20 Bendemeer Road #03-12  
Singapore 339914  
P: +65 6818 5771  
www.pm-partners.com.sg  
info@pm-partners.com.au

## Overview

The ability to effectively read, understand and build rapport with your stakeholders provides you with a distinct advantage when it comes to managing expectations, negotiating and dealing with difficult situations.

Understanding your stakeholders' communication and personal styles, body language & mannerisms as well as what ultimately motivates them, lays the groundwork for committed and results driven business relationships.

## Course Objectives

To provide participants with the skills, tools and techniques for effective and enduring stakeholder relationships as well as those for minimising potential problems and misunderstandings.

Successful completion of this course will enable participants to:

- » Identify communication and personality styles
- » Build rapport, empathy and mutual understanding
- » Extract important information through effective listening and questioning techniques
- » Perceive, translate and act upon body language signals
- » Deliver persuasive stakeholder presentations
- » Use assertiveness in stakeholder negotiation to reach mutually beneficial outcomes

## Course Summary

### Stakeholder profiling

Tools and techniques to identify, analyse, prioritise and manage your stakeholders.

### Optimising stakeholder interactions

Developing a communications / engagement plan. Building rapport. Achieving consensus. Conflict management. Negotiation tools and techniques. Communication skills.

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## Who should attend?

This course is designed for people who are required as part of their role to manage internal and/or external client expectations and delivery.

## Prerequisites

There are no prerequisites for attending this course.

## Pre-course Work

Participants may be required to complete a pre-course self-appraisal and to consider particular areas for self-development.

## Course Delivery

Trainers of this course will use a practical delivery approach to provide participants with a 'hands-on', multi-faceted and challenging learning experience.

This course can be held on-site or at our premises. All courses can be customised to suit your requirements.

This course can be increased to 2 days upon request to cover content in more depth and to provide more opportunity for participants to put learnings into practice. Additional modules may also be added such as coaching, facilitation skills or problem-solving.

**Materials:** A comprehensive participant handbook is provided that contains training materials, tools, templates and checklists, ready for immediate use back in the workplace.

## Development Units

Participants who have been awarded the Project Management Professional (PMP)<sup>®</sup> credential by the Project Management Institute (PMI)<sup>®</sup> are eligible to earn **7 PDUs** for their participation in this course (1 Technical, 6 Leadership).

Participants holding any of the Project Management accreditations (CPPP/ CPPM/ CPPD) are eligible to earn **14 CPDs** for this short course.