



CERTITUDE
AUSTRALIA

The High EQ Influencer – Effective Stakeholder Engagement



LEARNING OUTCOME

Students will:

- Elevate their profile from being known as a technical specialist to an Influencer, Change Leader or Implementation Manager;
- Learn how to engage different stakeholders, both internal and external;
- The confidence and skills to influence managers (including C-level executives), peers and subordinates;
- Learn to deepen relationships with colleagues and stakeholders;
- Reduce incidences of unhealthy conflict that jeopardise the success of projects; and
- Improve staff and stakeholder morale.

AUDIENCE

Program, Project and Change Managers.

COURSE CONTENT

The course covers the following:

- ✓ Defining stakeholder engagement;
- ✓ How to identify stakeholders;
- ✓ Differentiating outcomes from outputs;
- ✓ Putting together and aligning stakeholders on a common objective;
- ✓ Engaging stakeholders with differing levels of interest, power and support of your project;
- ✓ How to create a structured communications plan to keep your stakeholders engaged and informed;
- ✓ Glean and understand stakeholder needs and success criteria;
- ✓ Engaging managers (including C-suite executives), peers and subordinates;
- ✓ Develop deeper and active listening skills to help ascertain what the hidden agenda may be;
- ✓ Managing your emotional state and understanding and using body language;
- ✓ Communicating with confidence;
- ✓ How to build a relationship founded on trust with your stakeholders;
- ✓ How to read, anticipate and engage “resistant” stakeholders; and
- ✓ How to deal with disagreement effectively through the use of reframes and finding win-win outcomes.

COMPLETION

Issue of Certificate of Completion

 info@certitudeaustralia.com.au

COURSE STRUCTURE

2 Days

- Face-to-Face, or
- Virtual delivery