# Effective Stakeholder Communication Training

Duration: **3 Day**

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**Advanced – Develop the ability to adapt your communication style, apply influence techniques, and strengthen stakeholder buy-in and commitment.**

Effective communication has become a critical capability in today's increasingly complex business environment. Organizations are under growing pressure to deliver projects faster, control costs, and provide the functionality required to support innovation and stronger business outcomes. As a result, professionals involved in projects need to communicate effectively with a wide range of stakeholders.

Understanding stakeholder needs, influencing direction, and achieving desired outcomes all depend on strong communication skills. However, effective communication can be challenging. Individuals have different expectations, preferences, and communication needs. As stakeholder groups become more diverse and communication increasingly takes place through virtual channels, the risk of misunderstanding can also increase significantly.

The **Effective Stakeholder Communication Training** provides participants with the knowledge, techniques, and practical approaches required to improve communication with stakeholders. The course covers everything from understanding personal communication tendencies and adapting to stakeholder preferences to influencing, negotiating, and facilitating effective face-to-face and virtual meetings.

## Prerequisites

Where pre-course work is provided, participants are advised to complete it approximately one week before the training and bring the completed material to the course.

## Who Should Attend

This training is suitable for professionals who work with stakeholders and want to:

- Improve communication effectiveness by using a range of communication methods
- Strengthen influencing and negotiation skills to achieve better outcomes
- Conduct more effective face-to-face and virtual meetings

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## What You Will Learn

By the end of the training, participants will be able to:

- Understand their natural tendencies when communicating with others
- Recognize stakeholder communication needs based on role and individual preferences
- Adapt their communication style to different stakeholders
- Communicate effectively through different communication methods and channels
- Apply appropriate influence techniques to accomplish specific objectives
- Plan negotiations based on a win-win approach
- Plan and facilitate stakeholder meetings more effectively

## Training Outline

### 1. Introduction to Communication

- Introduction to the training
- Defining personal learning objectives
- Understanding the meaning of communication
- Key behaviors of effective communicators

### 2. Understanding Your Communication Style

- The relationship between personal needs and communication
- Creating dialogue through effective questioning
- Assessing your personal listening skills

### 3. Adapting to Stakeholder Communication Needs

- Understanding the different layers of stakeholder diversity
- Recognizing stakeholder needs and adapting your communication style
- Tailoring messages according to a stakeholder's role, level, and tenure

### 4. Planning and Structuring Your Message

- Understanding the communication process
- Developing a clear communication objective
- Analyzing stakeholders and conducting an audience analysis
- Applying a structured communication model

### 5. Delivering Your Message Effectively

- Writing effective reports and proposals
- Delivering compelling and persuasive presentations

### 6. Advanced Influence Techniques

- Understanding the meaning of influence
- The influence roadmap
- Defining your influence objective

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- Determining the appropriate approach
- Selecting suitable influence tactics
- Planning your message

### 7. Win-Win Negotiation Techniques

- Different types of stakeholder negotiations
- Moving from positions toward underlying interests
- Understanding the negotiation process
- Planning for negotiations
- Conducting negotiation discussions
- Developing and presenting a proposal
- Reaching agreement

### 8. Facilitating Effective Meetings

- Planning stakeholder meetings
- Conducting effective face-to-face meetings
- Leading virtual meetings
- Following up after meetings to achieve intended results

### 9. Putting Learning into Practice

- Connecting the concepts and techniques covered throughout the training
- Developing a personal action plan