

Change Engager - Stakeholder

Learn the skills and tools to communicate and engage with stakeholders during change to minimise resistance, optimise involvement and accelerate the transition.

OVERVIEW

Why you need this

Leaders and project managers are bombarded with change on a daily basis. Not only are they expected to embrace and adapt to the changes and re-prioritise and re-plan their lives, they are also expected to engage critical stakeholders in the change process to ensure buy-in to the change.

Stakeholders can have rational, emotional or political responses to the change which appears in various forms of resistance. Leaders and project managers need to be equipped with the mind-sets, tools and skills to engage with stakeholders at the appropriate level, involve them, influence them, handle resistance and gain their buy-in to their role in the change.

TARGET AUDIENCE

Who needs to attend

This workshop is relevant to all levels of leadership & project managers. The workshop examples are adjusted to different levels of leaders and we suggest that participants of a similar level attend together.



OUTCOMES

What you will get

The workshop is designed for delegates

- To understand of the elements of effective stakeholder engagement
- To explore principles and tools to big dilemmas w.r.t. stakeholder engagement (customised per group) e.g.
- Managing change with highly resistant or negatively affected stakeholders
- Managing and measuring communication throughout the structures
- To ensure consistency vs customisation of key messages and content
- To support and build capacity required to cope with and lead change
- To practice stakeholder power mapping and agree principles of engaging with key stakeholders
- To practice influencing conversations and responding to resistance

We are CATALYSTS in creating high performance, high engagement organisations through developing leaders, building capacity and leveraging talent



OUTLINE

What you will learn

Module 01 Stakeholder Engagement	Module 02 Stakeholder dilemmas	Module 03 Stakeholder mapping	Module 04 Influencing conversations
Engagement <ul style="list-style-type: none"> • Organisation context and business case for stakeholder engagement • Intro to change and change framework • Overview of stakeholder engagement - frameworks, processes and tools • Communication principles • Managing resistance 	Explore principles, tools and response to big questions e.g. <ul style="list-style-type: none"> • Managing change with highly resistant or negatively affected stakeholders • Managing and measuring communication throughout the structures • Consistency vs customisation of key messages and content • Support and capacity required to cope with and lead change 	Overview of Stakeholder mapping <ul style="list-style-type: none"> • Personal profiling • Personal Segmentation • Group profiling • Power dynamics and roles • Activity to identify and explore relationship dynamics of key stakeholders and groups and develop principles and actions 	Overview of Influencing and building blocks to commitment <ul style="list-style-type: none"> • Influencing conversation tool • Practice session – one-on-one • Influencing in groups • 5 step response tool and catch phrases when resistance or attack • Practice session – one-to group

APPROACH

How you will learn

Our workshops are customised to suit the specific needs of our clients. Our workshops are practical, relevant and highly interactive. We focus on sustainable change in mindset, skills and behaviours. There is a good blend of information sharing with personal reflection, assessments, practice sessions, case studies and identification of application opportunities back at work. Group learning and discussions are encouraged with feedback and coaching from the facilitators. Workbooks are provided with tools and activities for on-going learning.

Catalyst Consulting (Pty) Ltd

Phone +27 11 465 6270
 Email info@catalystconsulting.co.za
 Web www.catalystconsulting.co.za

Follow us on

