

Project Stakeholder and Communications Management

Course Description:

Project Management Communications is a two-day module where participants will learn about stakeholder management and methods to meet or exceed project stakeholder expectations. Included you will learn of the psychology of power, influence and persuasion. You will also be introduced to a proven method of negotiation and conflict resolution and apply these methods to an in-class case study. This module will also address the often-neglected art of listening, interviewing, conducting effective presentations, meetings and the secrets to effective business writing.

Length: Two days (14 PDUs)

Purpose:

Project Communications will provide participants with an understanding of communications management. We do a great deal of talking on projects that is not really communications. Communications needs to be purposeful and requires sufficient planning to increase the likelihood of successful communications. Communications has some very simple concepts that are very difficult to apply. Communications can be push or pull, internal or external and two and three way. Some claim that a project manager's job is over 80% communications but it is the one area that we make many of our greatest assumptions.

As project managers we use communications to meet or exceed stakeholder expectations. We use communications to assign and monitor work. We use presentations to gain buy in and resolve project issues. We use communications to resolve conflicts and negotiate for successful completion of project requirements.

Much of the communication we learn in management programs is about verbal communications that only accounts for a small portion of communication. In this module you will spend time understanding and applying effective listening and non-verbal communication skills.

During the course participants will gain knowledge on the following topics:

- Basic communications planning
- Stakeholder management
- Communication Styles (i.e. generational differences) and mediums
- Silence and non-verbal communication

- Communication Mediums
- Effective Meeting management
- Effective and appropriate Presentations
- Conflict Resolution and Negotiations
- How to determine power bases, influence and persuade.

Learning Outcomes:

At the end of the course, participants will be able to:

- Create a detailed communication and stakeholder management plans
- Create a stakeholder management plan
- Resolve internal and external conflicts
- Use effective negotiations strategies
- Increase stakeholder buy-in
- Create audience-aware presentations
- Conduct effective interviews
- Conduct effective meetings
- Have heightened awareness of non-verbal cues
- Understand and use techniques of power, influence and persuasion

Management Competencies addressed:

Participants will enhance their competencies in interpersonal skills and communications.

Instructional Approach:

This course is made up of short lectures, multiple table exercises, case study, video clips, and games. You will undertake both individual and team exercises. You will also use peer reviewed exercises to gain personal awareness and to become more adept at providing feedback to other team members. You are guaranteed not to be bored!