



Advanced Stakeholder Management

COURSE OVERVIEW

Are you responsible for implementing a major change? Is everyone sold on the idea and actively supporting it? Change isn't easy for people, but people are critical to the success of change. In fact, failure to gain their buy-in is the No. 1 reason why initiatives and projects fail. When leaders understand the theory of change and adopt the right constructs, skills, behaviors and tools, then they are able to influence those people positively and move the mountains they need to move.

This two-day on-site training course equips you and your team with the knowledge and tools to successfully manage stakeholders and influence the adoption of your initiative. First, team members will learn about the theory of change, then they'll practice applying change management tactics during a state-of-the-art simulation. Then, they'll apply the concepts to their own change effort, by conducting a stakeholder analysis and developing a communication plan.

The course utilizes the [ChangePro® Simulation](#), a proven tool in helping organizations develop a capability in change management. Team members gather into small groups and are tasked with convincing the top 24 managers of a division to adopt the latest corporate initiative by relying on change management tactics. Through the exercise, team members gain an appreciation for the reality that individuals respond differently to change and an understanding for how to adjust communication strategies to connect with individual styles and achieve adoption of the change.

Team members will come away with powerful tools that they can apply as they're driving acceptance of change in their organization. One such tool is a stakeholder analysis and management plan, which provides a framework for understanding where each stakeholder stands in regard to the change and for applying tactics to gain their buy-in. Communication tactics also will be covered during the course, as well as the 10 elements of a good communication plan and how to build a solid plan for their change effort.

LEARNING OBJECTIVES

After attending this workshop, team members will be able to:

- Apply the six critical factors for successful and sustainable change
- Utilize a stakeholder analysis and management planning tool
- Appreciate the sequencing, timing and breadth of successful tactics that can drive stakeholder adoption of the change effort
- Complete a full stakeholder analysis for their change effort
- Create a change management and communication plan for their change effort

HOW YOU WILL LEARN IT

Classroom

This training course is conducted on site with the team responsible for a change effort. In an experiential learning environment, instructors will present the theory and tools of change management and influencing stakeholders, and then team members will gain experience applying them in a simulation of the real world. Team members will learn by doing and get targeted feedback from the simulation on how well their change tactics are working. Team members will have time, and instructor guidance, to then apply what they've learned to build their own stakeholder analysis and change management plan.

This course is applicable to all businesses and organizations, and is targeted at anyone who has responsibility to manage change, whether that change initiative is a project, a merger or a company-wide transformation.

Team members will gain knowledge through six sources of learning:

- Instructor expertise in linking change theory with real world application

COURSE AT A GLANCE

Prerequisites

Classroom: Participants should bring a laptop for the simulation.

Course Length

Classroom: 2 days

Cost

Classroom: Contact us for your customized pricing



Advanced Stakeholder Management

- Discussions with fellow workshop attendees who hold different experiences with change
- Feedback from the virtual organization during each of two simulation rounds
- Debriefing of the simulation experience in small groups and across all groups
- Instructor insights during the simulation and debriefing sessions
- Immediate application to the team member's change effort

Classroom Agenda

DAY 1

- Understanding the change process
 - 6 key elements
 - Stages of adoption
- ChangePro® Simulation Round 1
 - Simulation has 24 virtual managers and a menu of 25 tactics
 - You have 120 simulation days to get all 24 to adopt the change
- Debrief
 - Results (% of managers who have adopted the change)
 - Lessons learned about the impact of each of tactics used
 - Key learning points related to decision making in small groups
- Stakeholder analysis and change management planning
 - Stakeholder analysis tools
 - Stakeholder diagnostic
 - Power and influence map
 - Leverage and influence matrix
 - Stakeholder change management planning
 - Stakeholder communication action plan
- Practice by doing analysis and plan for managers in the ChangePro® simulation

DAY 2

- ChangePro® Simulation Round 2
 - Apply your learning to experience better results
 - Debrief
 - Result analysis
 - Synthesis of simulation learning
- Applying stakeholder management to your change efforts
- Complete a stakeholder analysis and action plan for your change effort
 - Leveraging communication
 - 10 elements of a good communication plan
 - Communication tactics
 - Build a communication plan for your change effort

Prefer customized training at your location?

CALL for details > +1 303-827-0010