

Stakeholder & Communications Management

Learn how to engage internal and external stakeholders through structured communication planning and targeted messaging for successful project and program outcomes.

Group classes in Live Online and onsite training is available for this course. For more information, email onsite@graduateschool.edu or visit: <https://www.graduateschool.edu/courses/stakeholder-communications-management>



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Course Outline

Module 1: A Refresher: The Standard Project Management Framework

- Review the Project Management Institute (PMI) framework, the PMBOK® Guide, and the 10 knowledge areas and 5 process groups within the standard project management framework.
- Learn how stakeholder and communications management fits within the PMI framework and project lifecycle.
- Discuss the concept of the triple constraint (time, cost, scope) and its impact on stakeholder and communication planning.

Module 2: Stakeholder Identification and Analysis

- Define stakeholders and explain their importance in a project.
- Learn how to identify and analyze project stakeholders, using tools like stakeholder registers and classification techniques (e.g., power/interest grid).
- Understand the process of categorizing stakeholders based on their influence, interest, and potential impact on the project.
- Apply stakeholder analysis to a case study, identifying key stakeholders and their interests in the project.

Module 3: Planning for Effective Communication

- Learn the sender-receiver communication model and identify common barriers to communication, such as environmental, cultural, and emotional barriers.
- Understand how to select the appropriate communication media to overcome barriers and ensure effective information exchange.
- Develop a communications plan for the project, including identifying key messages, communication methods, frequency, and stakeholder considerations.

Module 4: Managing Stakeholder Expectations

- Explore how to manage stakeholder expectations, resolve conflicts, and address discrepancies between stakeholder positions and project goals.
- Learn about interest-based negotiation (IBN) and the four steps of the negotiation process: separating people from the problem, focusing on interests, brainstorming options, and basing the result on objective standards.
- Apply IBN techniques to a case study to find mutually beneficial solutions and manage stakeholder expectations effectively.