



Training Topics:

Stakeholder Management

- **Developing a 'Stakeholder Focus Mindset':**
 - Creating an environment of customer service orientation
 - Creating a 'Culture of Commitment'
 - Understanding stakeholder needs and stakeholder expectations
 - Managing stakeholder expectations
 - Managing the perception of stakeholders
 - Focusing on the bigger picture

- **Building Stakeholder Relationships:**
 - Understanding their key objectives/issues
 - Deliberately using 'I', 'You', or 'We' statements
 - Demonstrating knowledge of their business
 - Using compliments
 - Using their name
 - Using their jargon and abbreviations

- **Handling Stakeholders:**
 - Understanding the different stakeholder types
 - Aggressive/demanding stakeholders
 - Analytical stakeholders
 - Amiable stakeholders
 - Irate stakeholders

- **Empathy:**
 - Understanding the difference between 'Empathy' and 'Sympathy'
 - The 4 A's of Empathy
 - Acknowledge
 - Appreciate
 - Affirm



- Assure
 - Using the right phrases to empathize
- **Stakeholder Communication**
 - Structuring one's communication
 - Communication over conference calls – over telephone and video
- **Role Play Simulations:**
 - Multiple role play scenarios will be simulated based on the challenges that the participants face on a regular basis
 - As many participants as possible will be involved
 - Feedback from the facilitator as well as peers will be used as learning tools
 - Participants will be assisted to create individual improvement action plans

Training Hours:

The duration of the training program will be 8 hours

Training Methodology:

- Role Plays
- Games and Group Activities
- Instructor Led Training
- Movie Clips
- Group Discussions

Resources Required:

- MMM Training Solutions will conduct the training.
- Maximum number of participants to a session will be 15.
- The training will be conducted at a venue organized by your organization.
- The following will be provided by your organization:
 - Handouts will be printed/photocopied
 - The LCD projector
 - Audio speakers