Training Topics:

Stakeholder Management

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

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

• Handling Stakeholders:
  o Understanding the different stakeholder types
    ▪ Aggressive/demanding stakeholders
    ▪ Analytical stakeholders
    ▪ Amiable stakeholders
    ▪ Irate stakeholders

• Empathy:
  o Understanding the difference between ‘Empathy’ and ‘Sympathy’
  o The 4 A’s of Empathy
    ▪ Acknowledge
    ▪ Appreciate
    ▪ Affirm


Stakeholder Management Training

- **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