

# PROJECT COMMUNICATIONS & STAKEHOLDER MANAGEMENT

For managers, supervisors, and team members of all skill levels working on project teams or in an operational capacity either in private or public organizations.

**Duration:** 2 Day Workshop  
**Dates:**  
**PDU:** 15 PDU  
**Workshop Code:** OPMT 0213

## What the Workshop Provides

The ability to communicate efficiently is perhaps the most critical skill in today's workplace. Success in motivating teams, delegating, organizing, problem solving, selling ideas, obtaining/providing information, reporting on performance, managing organizational transition, and implementing ideas depends heavily on your ability to communicate and influence. Managing the project stakeholders is also an important task which impacts stakeholder expectations and ultimately stakeholder satisfaction. This workshop provides comprehensive skills development training in project communications and stakeholder management for all skill levels. Students are provided with practical strategies, tools, and best practices along with plenty of real life examples of their application in a hands-on interactive format to enhance learning.

## What Participants Learn

Master skills and strategies that enable you to:

- Understand communications processes
- Design a communications framework for your project
- Identify the project stakeholders, their information needs, and the best methods to manage them
- Increase your ability to influence & motivate
- Improve organizational efficiency
- Improve project team productivity

## Workshop Format

This hands-on workshop includes instruction and student exercises that reinforce the learning of strategies, tools, and techniques presented in the workshop.

Participants receives:

- Two full days of instruction
- Comprehensive course binder
- Certificate of completion

## Topics Covered

- 1. Introduction to Communications**  
The communications process  
Models of communication  
Goals of communications  
Communication channels  
Roles and responsibilities
- 2. How People Communicate**  
Communication styles  
Awareness of other perspectives  
How others perceive you  
Adapting your communications
- 3. Communications Challenges**  
Factors that impact communication  
Communication barriers  
Recognizing your own filters  
Recognizing filters in others  
Techniques to breakdown barriers  
Understanding the audience and how to communicate with them
- 4. Communications Planning**  
Determining information needs  
Establishing the project communication channels  
Creating the communications plan
- 5. Managing Communications**  
Creating a project information system  
Generating and distributing information to stakeholders  
Creating trust  
Managing conflict
- 6. Identifying Project Stakeholders**  
Conducting a stakeholders analysis  
Techniques to create the stakeholder register  
Creating a stakeholder management strategy
- 7. Managing Stakeholder Expectations**  
Anticipating stakeholder reactions  
Managing issues  
The issue log  
Influencing stakeholder expectations  
Balancing stakeholder needs  
Stakeholder engagement
- 8. Project Reporting**  
Creating project reports  
Reporting on work performance  
Performance measures  
Variance analysis  
Budget forecasting  
Reporting systems
- 9. Managing Meetings Efficiently**  
Setting meeting objectives  
Designing the meeting structure  
Chairing meetings  
Decision making / action items
- 10. Diversity in Communications**  
Dimensions of cultural differences  
Common mistakes  
Communications across cultures
- 11. Communications in Project Teams**  
Roles and responsibilities  
Using the project information system  
Record keeping  
Information storage & retrieval
- 12. Tips for Successful Project Communications**  
What to do  
What to avoid  
Techniques to improve communications



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<http://www.bcit.ca/study/courses/opmt0213>