



Stakeholder Engagement

Stakeholder Engagement is part of our corporate parlance, but how do organisations and executives design an effective stakeholder engagement strategy, organisation capability and lead it so that it enhances organisations activities? This masterclass will provide executives and managers with practical tools and techniques to set up their organisation or project with an effective stakeholder engagement strategy. It will rely on the use of evidence to build capability and process to lead the stakeholder engagement strategy.

Recommended audience

This masterclass is designed for executives and managers:

- *Whose organisations have significant external stakeholders that can and do impact on activities*
- *Who need to design a stakeholder engagement strategy, develop the capability in the organisation and to lead stakeholder engagement activities*

Key benefits

By the end of this masterclass, participants will be able to:

- Identify the qualities required as a leader and as a practitioner for effective stakeholder engagement
- Appreciate stakeholder engagement as a competitive advantage for organisations
- Compile the evidence for an effective stakeholder engagement diagnosis
- Design an organisation wide stakeholder engagement strategy
- Use the tools available to manage stakeholder engagement
- Position themselves as a leading stakeholder engagement strategist, capability leader and practitioner

Topics to be covered

- Best practice stakeholder engagement theory and case studies
- Stakeholder engagement diagnosis process
- Stakeholder engagement strategy development process
- Concepts to train teams for engagement
- The role of leading stakeholder engagement activities

Length of session

One half-day of combined short interactive lectures and group discussions

