

Managing Stakeholder Expectations

WCP

Stakeholders come in all shapes and sizes. While the expectations of some project stakeholders may be straightforward and closely aligned with project goals, other stakeholders may have expectations which are unknown, or not achievable given the purpose and scope of the project. Some stakeholders may remain “hidden” until close to the end of your project, at which point they identify themselves only to make it clear that their project expectations have not been met.

One of the most challenging aspects on many projects is the managing of stakeholder expectations. Learn to do it well, and your project will have a much easier time, and be much more likely to achieve success. Do it poorly, and before you know, you may bogged down in endless meetings and complaints.

Who should attend

The workshop is appropriate for people working in both the public and private sectors, in any of the following project related roles: project managers, project team members, subject matter experts, department managers and supervisors, account managers.

Materials

- Course workbook
- A CD containing course reference files
- A framed certificate of completion (framed certificate for in-house clients only)

Learning objectives

Upon completion of this course participants will:

- Understand the importance of managing project stakeholders
- Know how to identify the project stakeholders on your projects
- Know how to effectively define stakeholders’ influence and requirements for your projects
- Know how to prepare a Stakeholders Management Plan
- Know how to manage project stakeholders by implementing the Stakeholders Management Plan
- Understand the ethical issues in managing project stakeholders
- Understand how to generate and use the information from past projects
- Know how to make a plan for enhanced stakeholders management efforts for your project(s)

Course Duration:

- One day

Prerequisites

- Project Management Essentials, or similar level PM course

Course outline

1. Introduction
 - Learning Objectives
 - Definitions
 - Why Bother?
 - Interface With Project Management Areas of Knowledge
2. Identify Stakeholders
 - Stakeholder classification
 - Facilitative tools
 - Stakeholder register
3. Define Stakeholders' Influence and Requirements
 - Stakeholders analysis
 - Techniques of collecting requirements
 - Requirements traceability matrix
 - Prioritizing between stakeholders/their requirements
4. Prepare Stakeholders Management Plan
 - Requirements management plan
 - Stakeholder management strategy
 - Communication plan
5. Manage Stakeholder Expectations
 - Strengthen stakeholders' relationships
 - Sustain stakeholders' commitment
 - Increase stakeholders' satisfaction
 - Dealing with negative stakeholders
 - Stakeholders and risk communication
 - Dealing with specific types of stakeholders (case studies)
6. Some Ethical Issues
7. Learn From Past Experience
8. Wrap-up

Additional information

- Participants of this course will qualify for 7 Professional Development Units (PDUs).
- This course is part of the [Canadian Construction Association Gold Seal Certificate Program](#). Participants of this course will receive a Gold Seal Certificate as well as 1 SIC credit.
- This course is offered publicly in association with the University of Waterloo and can be applied towards the [uWaterloo Project Management Certificates](#)

Participant Comments

"Excellent examples and group discussions! Lots of real life examples/experiences"

— Craig Martin

"I very much enjoyed the session; well organized and presented."

— Participant, PMI® South West Ontario Chapter workshop

For more information or to arrange an in-house delivery of this workshop, call us toll free at 1-800-214-8096 or email us at info@wcpconsulting.com

