

An Influencing Framework for Stakeholders' Engagement

In the recent years a growing trend of executives and project managers now consider that the project success lies more “in the eye of the beholder”, and less in simply meeting the targets on Triple Constraint dimensions. Introduced as Stakeholder Management in PMBOK® Guide – 5th Edition, this area is already evolving into Stakeholder Engagement.

Stakeholders are people, and people can be influenced to see what you want them to see, and to want to do what you want them to do! All project managers use influencing on their day to day activity, but most do so instinctively and, in most cases, very inefficiently.

This versatile session combines traditional instruction methods with real-life examples as well as hands-on exercises and simulations to provide the participants with practical tools and techniques to:

- ✓ Understand how to use influencing to obtain stakeholders' engagement and ultimately achieve project success.
- ✓ Discover and map the network of relationships between stakeholders.
- ✓ Apply a proven influencing framework to obtain efficient, consistent and repetitive results

Methodology

- ◆ combines traditional instruction with real life examples and hands-on exercises and simulations,
- ◆ provides practical tools and techniques to identify stakeholders and their visible/hidden relationships
- ◆ demonstrates the use the Stakeholders Map and the Influencing Framework to effectively and efficiently engage stakeholders

Objectives:

- ✓ Realize that stakeholders are not managed, but engaged!
- ✓ Learn how to use stakeholder engagement to achieve project success
- ✓ Practice tools and techniques to improve your ability to engage project stakeholders

Session Formats:

- ✓ 1 hour Keynote
- ✓ 1.5 hour Session

SPEAKER

George Jucan is well known in the project management community as a successful management consultant focused on enabling organizational efficiency through project, programme and portfolio management. He is a captivating speaker at public events, motivating trainer and author of high-impact articles.

His career includes methodology definition and capability assessment, business reengineering and organizational restructuring, projects audit and recovery, as well as hands-on management of projects - many of them winning provincial and national awards, and/or were profiled in specialty magazines.

A renowned expert in standards and methodologies, George is currently leading the Canadian Standards Mirror Committee at International Organization of Standardization (ISO) for the establishment of Project, Programme and Portfolio Management family of standards. He also had leadership positions for PMBOK® Guide 6th, 5th and 4th Edition, PMCDF - 2nd Edition, and Government Extension to PMBOK® Guide - 3rd Edition.

- ✓ 1/2 day Workshop
- ✓ 1 day Training

