

# Stakeholders' Management Engagement

- *The Ultimate Key To Success* -

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 knowledge area is already evolving into Stakeholder Engagement.

Aligned with PMBOK® Guide 6th Edition structure for Stakeholders' Engagement, 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:

- ✓ Discover, analyse and categorize stakeholders.
- ✓ Define engagement objectives, plan and execute engagement activities.
- ✓ Monitor efficiency and optimize your actions to achieve desired results.

The session will also provide participants with the opportunity to understand and practice proven techniques and methods, recently published in “*A Pocket Guide to Stakeholders' Management Engagement*”, for:

- ✓ Discovering and mapping stakeholders' relationships.
- ✓ Influencing people using a formal framework and systematic approach.

## Methodology

This session covers the entire life-cycle of stakeholders' engagement, from day 0 to project sign-off. Each topic is introduced through traditional instruction material describing not only **what** to do but also **how** to do it efficiently, enhanced with real-life examples that showcase each concept in the day-to-day activities.



Each segment of the workshop is concluded with hands-on exercises and / or simulations, providing a safe environment to practice influencing people, change facilitation, successful negotiation and conflict resolution.

## **FACILITATOR**

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.