

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

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# Project Stakeholder Management

**Build trust through good communication, keeping projects on time, on budget, in scope while better managing project scope creep.**

*It is commonly said that up to 90% of a project manager's time is spent communicating.*

In the recently-released fifth edition of *A Guide to the Project Management Body of Knowledge (PMBok)*, a new **10th Knowledge Area** was added addressing **Project Stakeholder Management**.

Keeping influential stakeholders involved and engaged for **long-lasting, positive relationships is important to a project's success.**

In this 3-day course, you will acquire new tools and techniques and upgrade your communication skills so you can **successfully resolve thorny issues that often derail projects**. Discover how to implement, review, and monitor tools and resources to control stakeholder engagement. Plus, manage stakeholder expectations and deal with difficult personalities and conflicts of interest.

Now you can describe project benefits without sounding technical, so stakeholders buy in. Give relevant status updates to outside vendors and clients. And, manage remote teams involving stakeholders who are not colocated.

## How You Will Benefit

- Learn a process for continuous communication with stakeholders
- Discover how to resolve stakeholder issues when they arise, manage expectations, and ensure continuous engagement
- Explore how to plan work, execute against the plan, and manage team members while actively involving stakeholders outside the team
- Communicate effectively with stakeholders when dealing with tight deadlines, limited resources, and changing project requirements
- Negotiate with stakeholders around scope creep and achieve win-win solutions
- Communicate effectively when managing remote teams, coordinate status updates and reporting

## What You Will Cover

- Understanding stakeholder interests



- Flexing your communication style using the 5-spoke model
- Grasping the difference between influence, persuasion, and negotiation
- Developing a management plan for stakeholder engagement; evaluate engagement using an assessment matrix
- Implementing a project charter
- Leveraging a change control plan
- Establishing a communications plan
- Building trust with stakeholders
- Containing scope creep using negotiation and persuasion
- Building trust with remote stakeholders
- Running more effective virtual meetings
- Adjusting the management plan, scope and baselines, change control plan, and communications plan
- Applying lessons learned and obtaining stakeholder feedback

## Who Should Attend

Project managers who want to improve their ability to communicate, engage, and collaborate with external stakeholders such as sponsors, customers, and users, as well as project team leads who are assuming more project management responsibility.

## Schedule

- [3] days - \$2,445 Non Members
- [3] days - \$2,195 AMA Members
- [3] days - \$2,079 GSA

## Credits

18 PDU\_L/18 PDU/1.8 CEU

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