



## Training Topics:

---

### Stakeholder Management

- **Developing a 'Stakeholder Focus Mindset':**
  - Creating an environment of customer service orientation
  - Creating a 'Culture of Commitment'
  - Understanding stakeholder needs and stakeholder expectations
  - Managing stakeholder expectations
  - Managing the perception of stakeholders
  - Focusing on the bigger picture
  
- **Building Stakeholder Relationships:**
  - Understanding their key objectives/issues
  - Deliberately using 'I', 'You', or 'We' statements
  - Demonstrating knowledge of their business
  - Using compliments
  - Using their name
  - Using their jargon and abbreviations
  
- **Handling Stakeholders:**
  - Understanding the different stakeholder types
    - Aggressive/demanding stakeholders
    - Analytical stakeholders
    - Amiable stakeholders
    - Irate stakeholders
  
- **Empathy:**
  - Understanding the difference between 'Empathy' and 'Sympathy'
  - The 4 A's of Empathy
    - Acknowledge
    - Appreciate
    - Affirm



- Assure
  - Using the right phrases to empathize
- **Stakeholder Communication**
  - Structuring one's communication
  - Communication over conference calls – over telephone and video
- **Role Play Simulations:**
  - Multiple role play scenarios will be simulated based on the challenges that the participants face on a regular basis
  - As many participants as possible will be involved
  - Feedback from the facilitator as well as peers will be used as learning tools
  - Participants will be assisted to create individual improvement action plans

## Training Hours:

---

The duration of the training program will be 8 hours

## Training Methodology:

---

- Role Plays
- Games and Group Activities
- Instructor Led Training
- Movie Clips
- Group Discussions

## Resources Required:

---

- MMM Training Solutions will conduct the training.
- Maximum number of participants to a session will be 15.
- The training will be conducted at a venue organized by your organization.
- The following will be provided by your organization:
  - Handouts will be printed/photocopied
  - The LCD projector
  - Audio speakers