

Project Management (PM)

Stakeholder Management and Communications Planning

Course Code: PM202

A great deal of research on “why projects fail” shows that the primary reason is poor communications. Stakeholder management and communication planning are often skipped in the project management process because other plans and tasks supersede these two important topics. This course seeks to address the need for proper stakeholder management and why a good communication plan is imperative for project success.

Learning Objectives

- Describe the importance of communications in a project
- Define stakeholder and explain the importance of managing project stakeholders
- Identify stakeholders
- Prioritize stakeholders
- Evaluate stakeholders
- Interpret stakeholder needs
- Complete a stakeholder management matrix
- Select the best method to inform stakeholders
- Build a Communication Plan
- Describe good communication techniques
- Use technology to your advantage

Topics & Content

- Stakeholder identification methods
- Stakeholder management matrix
- Communication planning documents
- Meaning-centered communication assessment
- Communication technologies
- Optimal communication methods
- Effective meeting management

Course Information

Duration

1 day

Audience

Project managers

Accreditations

PMI: 7 PDUs

NASBA: 8 CPEs

OPM: 7 CLPs

OPM Competency: Communications

“Good use of my time. A good opportunity to learn with and from my peers. Enjoyable and informative!”

