

MASTERING STAKEHOLDER ENGAGEMENT COURSE AGENDA AND OBJECTIVES

#	MODULE	DESCRIPTION	LEARNING OBJECTIVES
1	management skills and competencies continue to evolve for Project Managers	The evolution of project management from the classically triple constraint driven projects to a value delivery model	<p>After completing module 1, students will be able to</p> <ul style="list-style-type: none"> • Communicate the challenges that the new value-based approach presents to program managers • Understand why stakeholder engagement has become so important • Classify requirements into five categories and understand how those categories impact the customer's perceived value • Itemize the revised set of seven competencies that are required of program managers and how effective stakeholder engagement depends on these competencies. • Explain how their role has changed in this shifting paradigm • Understand why this change is so difficult for many program managers
2	Introduction to the MBD ⁱ HUMINT [®] Client Engagement Process	Introduction to the 4 Phases of the MBD ⁱ HUMINT [®] Client Engagement Process.	After completing module 2, the student will be able to summarize the 4 Phases of the MBD ⁱ HUMINT [®] Client Engagement Process
3	Phase 1 of the MBD ⁱ HUMINT [®] Client Engagement Process: Homework before the call	Phase 1 of CEP. Cover how to develop intel gathering and shaping plans, call plans and the value of human intelligence vs. data in decision making.	<p>After completing module 3, the student will be able to</p> <ul style="list-style-type: none"> • to incorporate an intel gathering plan into communications planning process and stakeholder management • know how to document a call plan as an essential component of stakeholder management
4	Phase 2 of the MBD ⁱ HUMINT [®] Client Engagement Process: Preparing for a call	Phase 2 of CEP. Covers the benefits of developing questions and script prior to engaging a client or prospect, understanding the phase of the process you are in with the client and developing script to successfully get past gatekeepers.	<p>After completing module 4, students will be better able to</p> <ul style="list-style-type: none"> • take control in setting appointments • leave effective voice mails • make the initial contact • recognize the value of practice, drill, rehearse
5	Phase 3 of the MBD ⁱ HUMINT [®] Client Engagement Process: Executing the Call- Establishing Trust	Phase 3 of CEP. Covers the development of script for establishing trust and respect. Includes bonding & positioning, rules, rights and responsibilities of the relationship and the development of purpose and goal statements. Understand the difference between being purpose or goal driven.	<p>After completing module 5, the student will be able to</p> <ul style="list-style-type: none"> • explain why a purpose statement is important and how it differs from goals • write a purpose statement • discuss the psychological aspects of bonding and positioning and develop script questions for bonding and positioning • discuss the benefit and need to establish the rules of the relationship • develop script questions for bonding, rules rights and responsibilities

6	Phase 3 of the MBD ⁱ HUMINT® Client Engagement Process: Listening and Questioning skills	Covers an introduction to active listening and the key questioning skills needed for intel gathering. The critical skills are reversing, Socratic questioning, nurturing, the dummy curve and negative reversing.	After completing module 6, the student will be able to <ul style="list-style-type: none"> • explain why active listening is so difficult • summarize questioning skills necessary for success in stakeholder engagement • develop script questions for each of the questioning skill areas
7	Phase 3 of the MBD ⁱ HUMINT® Client Engagement Process: Executing the call-Diagnostic Interview	CEP Phase 3 – The Diagnostic Interview covers how to ask permission to ask questions, the development of diagnostic interview questions and how to qualify and shape an opportunity based on problem definition and the information gathered.	After completing module 7, the student will be able to <ul style="list-style-type: none"> • demonstrate how to ask permission and then conduct a diagnostic interview • develop diagnostic questions • shape the opportunity/issue based on the intel gathered
8	Phase 3 of the MBD ⁱ HUMINT® Client Engagement Process: Executing the call-Confirming Financial Ability to Invest	CEP Phase 3 – covers how to confirm financial ability to invest in purchase, how to determine who, when and how the buying decision is to be made and when and how to give a presentation.	After completing module 8, the student will be able to discuss <ul style="list-style-type: none"> • when and how to discuss financial and decision making aspects of an expenditure • why to avoid giving premature, unfocused or forceful presentations • how to shape budget considerations • how to identify all direct and indirect decision makers
9	Phase 4 of the MBD ⁱ HUMINT® Client Engagement Process Documenting the call	Covers the importance of documenting call reports, evaluating the information gathered to make changes to the intel gathering/ shaping plan and how to use the information to make informed business decisions.	After completing module 9, the students will be able to discuss <ul style="list-style-type: none"> • why call reports are important • how to utilize and share the intel gathered