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HM179:
Effective Employee & Stakeholder Engagement

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Training Description:

Stakeholder identification and analysis is integral to the engagement planning process. By understanding and managing the relationship between stakeholders, corporations and government agencies increase the likelihood of achieving their desired overall project outcome.

Conversely, failure to appreciate the dynamics of the relationships that exist between stakeholders can lead to obstructions that will ultimately have a negative impact upon corporations and government agencies' overall project.

Participants will work through a planning process, developing skills for communication and involvement of small and large groups of people including groups who may oppose the organisations' core functions or proposed activity.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand the pros and cons of different stakeholder methodologies and clarify which tools and approaches are suitable for particular circumstances
- ✓ Learn to respond to increased stakeholder consultation expectation and transparency in social license to operate
- ✓ Build confidence and competence within business units or project teams to strategically improve employee and stakeholder engagement processes through;
- ✓ The development of a broad, step-by-step approach to designing and implementing high-impact employee development programs
- ✓ Discover practical approaches to achieving corporate and organisational stakeholder engagement outcomes
- ✓ Understand and reduce relationship risk
- ✓ Identify core elements of an integrated risk mitigation communications plan
- ✓ Develop tools to analyse and assess the effectiveness of stakeholder engagement programs

Training Designed for:

This course is intended for all executives and business unit staff playing key organisational roles in community and stakeholder engagement processes in various industry sectors including project participants, government officers, community relations managers, project leaders, engineers, geologists, commercial, technical and operational personnel and consultants.

Training Program:

DAY ONE:

- ❖ PRE-TEST
- ❖ Employee & Stakeholder Engagement Overview
  - Setting the scene – change, conflict and employee/stakeholder engagement
  - The links between change and conflict
  - The role of employee/stakeholder engagement in managing conflict
  - A brief history of employee/stakeholder engagement processes

- The roles of employee/stakeholder engagement
- Changing emphasis in policy development – Accountability, transparency and involvement social license to operate
- Increasing stakeholder consultation expectations

❖ Employee Engagement Principles

- Levels and principles of employee/stakeholder engagement
- The importance of early identification of the purpose and function of employee/stakeholder engagement

DAY TWO:

❖ Overview & Introduction

- Current skills inventory for community/stakeholder engagement
- Good and bad experiences of community/stakeholder engagement
- Identification of current community/stakeholder engagement process focus areas

❖ Practical Case Examinations

- At the beginning of the course, participants will put forward examples from their own work situations as possible case studies
- Participants will be able to choose to work on their own consultation plan relevant to their project or participate in group selected most applicable case studies to work through using a practical set of principles and approaches for stakeholder engagement and the tools they have gained through the course

DAY THREE:

❖ Effective Engagement

- The engagement approach framework – an overview
- How the framework provides a structure for planning
- The links between different sections of the framework
- How to use the framework in the work situation
- stakeholder engagement strategy

❖ Engagement Levels, Goals & Communication Levels

- What type of engagement is needed? – the process of making decisions depending on your desired outcomes
- Clarifying what is to be achieved by employee/stakeholder engagement – intra-organisational consultation
- Ensuring that the employee/stakeholder engagement goals are clearly articulated
- Working up and down within in an organisation to ensure agreement on these goals

DAY FOUR:

❖ Risk Assessments & Conflict Management

- Assessing risks and benefits
- Identifying different risk categories
- Likelihood of conflict in the absence of employee/stakeholder engagement
- Possible impact of conflict
- Assessment of likelihood of conflict arising during employee/stakeholder engagement
- Use of a Risk Assessment Tool for employee/stakeholder engagement
- Managing risks – which risks can be avoided and which must be managed

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- Planning the employee/stakeholder engagement process to avoid unnecessary conflict
- Where conflict is inevitable, how to ensure it is managed to achieve the most useful outcomes

❖ Stakeholder Management and Consultation
- Develop, plan, implement, review and benchmark stakeholder and employee engagement programs
- Tailor engagement approaches to respond to diversity and mitigating emerging conflict
- Case study examples will be discussed, based on real life employee/stakeholder engagement processes

DAY FIVE:

❖ Resource Allocation & Budgeting
- A standardized budget will be customized for the needs of individual participants and the organisational budgets. It will include all the line items for consideration in an employee/ stakeholder engagement process
- Identifying social investment strategy opportunities which enhance community relationships
- Influencing organisational stakeholder consultation change

❖ Putting It All Together & Communication Tools
- Communicating clearly – key points
- Communicating via different media – visual, verbal, written
- Using different tools – pamphlets, papers, internet, email, fax, face to face
- What not to do – examples of bad communication and what effect that has on recipients
- Building skills in working with a diversity of people and groups
- When and how to employ professionals/consultants

❖ Review
- Review – identification of key learning points for each individual participant
- What will this mean for your first week back at work?
- What strategies will you use to influence organisational stakeholder consultation change

❖ Course Conclusion

❖ POST-TEST and EVALUATION

Training Requirements:

"**Hands-on practical sessions, equipment** and **software** will be applied during the course if required and as per the client's request".

This training course is available upon request in English or Arabic, virtual online live or face to face public/inhouse. Content, location and duration can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Certificate(s):

Internationally recognized certificate(s) will be issued to each participant who completed the course.

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Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Software & General Discussions
- Pre and Post Test

Training Fees:

As per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:30	Recess (Prayer Break & Lunch)
13:30 - 15:00	Last Session

For training registrations or in-house enquiries, please contact:
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Training & Career Development Department