

Essential Stakeholder Analysis: How to identify and involve the right people

About This Course

Engagement processes will only be successful and result in sustainable decisions if the people affected by that decision are in the room and able to contribute to the decision. This new course will give you the essential knowledge, skills and techniques to enable you to systematically identify your stakeholders and determine how they can best be engaged.

Level

This course is suitable for people who have some knowledge and awareness of stakeholder engagement processes and who want to know how to identify and engage stakeholders effectively.

Aim

To help you to systematically identify your stakeholders, what their needs are and what implications this has for how they should be involved.

Objectives

By the end of the course you will be able to:

- define the term stakeholder
- explain and be able to apply a process for identifying stakeholders and building a database
- describe and be able to apply a process for analysing the needs of stakeholders in terms of the interest they have in the situation and the influence they hold
- explain and be able to apply an approach for scoping stakeholders' issues and concerns.

Indicative Content

- defining a stakeholder
- overview and discussion of stakeholder identification
- the process of stakeholder identification
- handling the issue of representativeness
- analysing stakeholder needs
- practical stakeholder mapping exercise
- building on your learning within your job.

Course Style

We believe that optimum learning occurs when you have a chance to put the theory into practice. This course will have a good mix of trainer input and 'learning by doing'. There will also be plenty of opportunity to share your experiences, learn from other people and network with other participants.

For further information on The Environment Council and our learning and development opportunities, please visit:

www.the-environment-council.org.uk

Or contact Maeve O'Keeffe or Magnus Alanko on 0207 632 0118 / 0138, or email training@envcouncil.org.uk

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The Environment Council

Testimonial for TEC Training

They go beyond the rhetoric and really deliver for both the business and the stakeholders.

Steve Bailey

Director - EHS Strategy & External Relations, GlaxoSmithKline

Trainer Profile

Claire Mellier

Claire has been involved in various engagement processes since joining The Environment Council. Her interest for engagement emerged when studying Environmental Public Relations at University. Before joining TEC, Claire worked in France for an environmental NGO and a waste company. She took part in the design and delivery of training seminars about engagement in the waste sector. She is also part of the coordinating team for the European project: WWF One Planet Business Personal Mobility.



Dates:

12 March 2008
13 May 2008
14 October 2008

Duration:

1 Day

Non-Residential.

Lunch and refreshments included.

Venue:

The Environment Council offices, Central London.