



Preparing to engage your stakeholders

A workbook

To get any training project off the ground, it is vital that you engage with your stakeholders – whoever they may be – and get their buy-in. You need to convince them of your ideas, visions and needs, and the only way you'll do this is if you have a clear idea of exactly what your training project is.

This workbook allows you to work through, and think deeply about, the important questions you need to ask yourself when proposing a new project. It provides the space* to write down your thoughts and ideas on all aspects of the project, such as the aims and goals, the stakeholders, evidence you may need, and much more.

Overall, it'll help you consider every angle, making sure you are as convincing and persuasive as possible. Making sure you build a strong and convincing case for your stakeholders.

The workbook is broken down into the following sections:

Section 1: Outline your project: your goal, its benefits and how you're going to achieve it

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*Too many thoughts or ideas? No problem, we've added extra pages at the back as well.

1. Outline your project: your goal, its benefits and how you're going to achieve it

Aim: Be clear on what you want to achieve, and why

What is the goal of your project?

How are you going to achieve it?

How will your project benefit your organisation?

How is your project aligned with your organisation's strategy?

How does your project help to achieve your organisation's goals?

How can you evidence the above?

2. Adding value

Aim: Dive deep into the value of the project

To which areas of your organisation will your project add value?

Which of the above areas will resonate most with which stakeholders?

3. Finding your stakeholders

Aim: Identify the right stakeholders and the best ways to engage with them



- Engage your stakeholders from the start and use their expertise. Make them feel involved.
- Analyse what type of language your stakeholders normally use and use the same language to communicate with them.
- Understand each stakeholder's priorities and develop a core message for each one.

Which stakeholders are critical to the success of your project?

Stakeholder 1:

Stakeholder 2:

Stakeholder 3:

Stakeholder 4:

Why exactly do you want to engage with them?

Stakeholder 1:

Stakeholder 2:

Stakeholder 3:

Stakeholder 4:

What are their opinions, values and motivations?

Stakeholder 1:

Stakeholder 2:

Stakeholder 3:

Stakeholder 4:

What's in it for them?

Stakeholder 1:

Stakeholder 2:

Stakeholder 3:

Stakeholder 4:

What do they consider success and how will you measure this success?

Stakeholder 1:

Stakeholder 2:

Stakeholder 3:

Stakeholder 4:

What kind of language do your stakeholders normally use?

Stakeholder 1:

Stakeholder 2:

Stakeholder 3:

Stakeholder 4:

What are their preferred communication channels (e.g. face-to-face meetings, workshops, email, social media)?

Stakeholder 1:

Stakeholder 2:

Stakeholder 3:

Stakeholder 4:

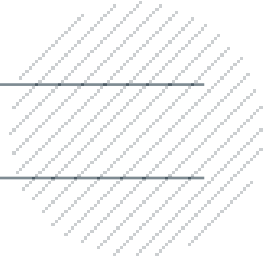
4. Developing and proposing your strategy

Aim: Clarify your strategy and proposal

Outline your strategy.



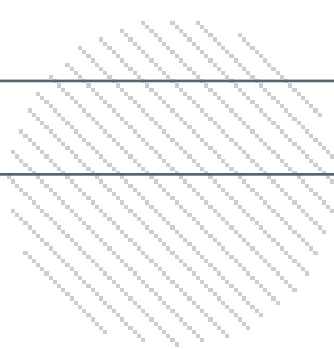
How and when are you going to propose it to your stakeholders for approval and critique/input?



5. Assembling evidence

Aim: Find the evidence you need to convince and persuade


What evidence will you use to support your business case, e.g. data, relevant examples? And how does it support it?



6. Outlining risks

Aim: Identifying potential risks

What are the potential risks to your project?



How and when are you going to propose the project risks to your stakeholders for consideration?



7. Presenting your project

Aim: Carefully consider the best ways to communicate and present your project

**Top
Tips**



Don't forget to use your stakeholders' preferred communication channels, and make sure you are transparent

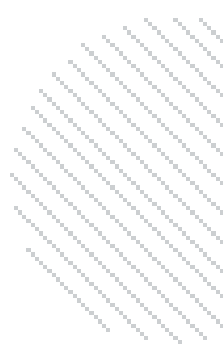
What is the most engaging way to present your project?

How and when will you work with each stakeholder?

How are you going to make sure you communicate consistently throughout the project? When are you going to give regular updates?

How are you going to make sure you develop and maintain good relationships with them?





8. Evaluating your project

Aim: Discover the success and lessons learnt.

Did you achieve the objectives?

Did you deliver on time? What did you learn?

How will you share what you've learned?

How will you ensure that the lessons you learned will be embedded in future projects?

