

# STAKEHOLDER MANAGEMENT IN OIL AND GAS



DURATION: 2 Days

Technical: 2

Leadership: 6

Strategic: 6

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TOTAL PDU: 14

## **COURSE OVERVIEW**

This course equips participants with the knowledge and skills to correctly identify and analyse stakeholders in the Oil and Gas Industry and evaluate and prioritise vested interests and manage relevant relationships.

Stakeholder Management in the Oil and Gas Industry is of crucial importance to the success of the organization or of any projects that are being executed. Without a clear understanding of all the stakeholders involved and a comprehensive plan how to engage them, most initiatives are doomed to fail.

This training module provides a good start for all those who may or may not be currently active in stakeholder management and engagement. This training demonstrates the critical knowledge and skills required in Stakeholder Management that are required to achieve maximum success.

The training requires active participation from attendees. It has lectures, exercises and case studies with group discussions, role-plays and quizzes.

## **TARGET AUDIENCE**

This course is tailored for anyone in the Oil and Gas Industry who is involved in identifying, analysing and engaging in stakeholders.

## **LEARNING OUTCOME**

At the end of this course, participants will be able to:

- Identify stakeholders relevant to an endeavour
- Undertake stakeholder analysis
- Formulating stakeholder communication strategies
- Engage stakeholders, communicate and negotiate for optimal results
- Stakeholder management facilitation techniques
- Determine stakeholder power and influence on the basis of their relative levels of importance and influence
- Forecast and determine meaningful levels of participation for key stakeholders
- Motivating internal and external stakeholders
- Motivational Theories

## **COURSE OUTLINE**

- Definition of the Universe of Stakeholders
- Identification and Categorisation of Stakeholders
- The Role of Management in the Stakeholder Environment
- Evaluation and Prioritisation of Interests
- Determination of Relevance of Stakeholders
- Stakeholder Participation and Engagement
- Motivating your internal stakeholders
- Understanding motivational and de-motivational factors
- 7 Basic Negotiation Skills
- Body Language – The Secret to Stakeholder Moods
- Working with Stakeholder Identification Models and Technologies