

## EXIN BCS Professional Certificate in Stakeholder Engagement – Including Exam

**Durée: 2 Jours**    **Réf de cours: BCS-SE**    **Méthodes d'apprentissage: Classe à distance**

### Résumé:

The BCS Professional Certificate in Stakeholder Engagement assesses knowledge and understanding of key frameworks and techniques used when working with stakeholders. The particular focus of this certification is on the application of these frameworks and techniques by business analysts, when working with stakeholders on business change projects.

Virtual and Classroom learning - V&C Select™

V&C Select™ is a simple concept and a flexible approach to delivery. You can 'select' a course from our public schedule and attend in person or as a virtual delegate. Virtual delegates do not travel to this course, we will send you all the information you need before the start of the course and you can test the logins.

### Public visé:

The professional certificate is for anyone who is responsible for engaging in and managing, stakeholder relationships in a business change environment

### Objectifs pédagogiques:

- You'll gain a broad understanding of stakeholder engagement, including:
  - Stakeholder communication
  - Working with stakeholder groups
  - Facilitated workshop techniques
  - How to build rapport
- Ensuring equality
- Managing expectations
- Negotiating with stakeholders
- Managing conflict

### Pré-requis:

- There are no entry requirements for this certification.

### Test et certification

#### What format is the exam?

- 90 minute 'closed book' with 40 multiple choice questions
- Pass mark is 65%

## Contenu:

1. Managing stakeholders	4. Facilitating workshops	6.3 Unconscious bias
1.1 Stakeholder categories	4.1 Benefits of facilitated workshops	7. Managing expectations
1.2 Stakeholder analysis and prioritisation	4.2 Roles in a facilitated workshop	7.1 Categories of expectations
1.3 Stakeholder planning and monitoring	4.3 Stages of a facilitated workshop	7.2 Sources of expectations: controllable and uncontrollable expectation creators
1.4 Stakeholder perspectives	4.4 Facilitated workshop planning	7.3 Process for managing expectations
1.5 RACI analysis	4.5 Running a facilitated workshop	8. Negotiating with stakeholders
2. Communicating with stakeholders	4.6 Facilitation techniques: elicitation and visualisation	8.1 Principled negotiation
2.1 The communication process	5. Building rapport	8.2 BATNA
2.2 Barriers to communication: semantic, physical, psychological	5.1 The nature of 'rapport'	8.3 Integrative and distributive negotiation
2.3 4As communication planning	5.2 Mehrabian's elements in communication: Words (Verbal), Tone of Voice (Vocal), Body Language (Visual)	9. Managing conflict
2.4 Active listening	5.3 Techniques for creating and sustaining rapport	9.1 Roots of conflict – goals, judgements, values
2.5 Listening behaviours: judging, filtering, being right, rehearsing	5.4 Building rapport using mirror, match, pace	9.2 Options for conflict resolution
3. Working with stakeholder groups	6. Ensuring equality	9.3 Thomas-Kilmann conflict styles
3.1 Group development process: forming, storming, norming, performing, adjourning	6.1 Equality, diversity and inclusion: definitions	
3.2 Learning styles: activist, pragmatist, reflector, theorist	6.2 Empathy maps	

## Autres moyens pédagogiques et de suivi:

- Compétence du formateur : Les experts qui animent la formation sont des spécialistes des matières abordées et ont au minimum cinq ans d'expérience d'animation. Nos équipes ont validé à la fois leurs connaissances techniques (certifications le cas échéant) ainsi que leur compétence pédagogique.
- Suivi d'exécution : Une feuille d'émargement par demi-journée de présence est signée par tous les participants et le formateur.
- En fin de formation, le participant est invité à s'auto-évaluer sur l'atteinte des objectifs énoncés, et à répondre à un questionnaire de satisfaction qui sera ensuite étudié par nos équipes pédagogiques en vue de maintenir et d'améliorer la qualité de nos prestations.

Délais d'inscription :

- Vous pouvez vous inscrire sur l'une de nos sessions planifiées en inter-entreprises jusqu'à 5 jours ouvrés avant le début de la formation sous réserve de disponibilité de places et de labs le cas échéant.
- Votre place sera confirmée à la réception d'un devis ou ""booking form"" signé. Vous recevrez ensuite la convocation et les modalités