

EXIN BCS Professional Certificate in Stakeholder Engagement – Including Exam

Duration: 2 Days **Course Code: BCS-SE**

Overview:

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.

Target Audience:

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

Objectives:

- 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
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Prerequisites:

- There are no entry requirements for this certification.

Testing and Certification

What format is the exam?

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

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	

Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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