

# Workshop Description

**Date: February 2<sup>nd</sup>, 2011**

## **How to identify and effectively engage your stakeholders?**

### **Half-day workshop**

**Description:** Who are the main communities, organizations and individuals that have the greatest impact on the success of your business? What steps have your organization taken to ensure that you can confidently answer this question and effectively respond to recent concerns, risks, opportunities and changes to your overall business landscape?

Understanding who your key stakeholders are, and how they can impact your business, is absolutely critical. This half-day workshop will provide hands-on tools and an interactive break out session to help take the first critical step, in engaging with employees to:

(a) The map of key stakeholder groups, and

(b) Track both the level of influence and type of relationship that a company has with individual stakeholder groups.

This information will help you to improve your corporate strategy.

### **Objectives:**

This workshop is designed to build participants capacity in the following areas:

1. How to identify your key stakeholders and better understand their relationships with one another and your company
2. The importance of engaging with your internal and external stakeholders to gain current and reliable information
3. Following up: how to create a successful long-term stakeholder engagement strategy