



**NATIONAL PRODUCTIVITY COUNCIL**

**PRESENTS WEBINAR ON**

**"STAKEHOLDER MANAGEMENT"**

**DATE: 17, 28<sup>TH</sup> DEC 2020 & 7<sup>TH</sup> JAN 2021**

**TIMING: 03:00 PM to 04:30 PM**

Stakeholder engagement has become critical with globalization and more so with “act local and think global perspective” and the changing political philosophy of “act local and think local”. Projects are often more focused on technical details rather than making their engagement efforts work to everyone’s benefit. Managing projects with global teams and supply chains with globalized vendors with ever expanding boundaries has made the need to manage and engage stakeholders both on broader and micro perspective imperative. Whether it is engaging for projects, sustainability reporting, Environmental Impact Assessment engaging without comprehending the science and management of engagement to attain desired outcomes for successful delivery of any project is no longer a choice. Considering these AIP-NPC is bringing out a 3-webinar series to try to explain the theory and challenges behind stakeholder engagement with practical cases that makes engaging stakeholders easier.

**1. Overview of Stakeholder Management**  
**17<sup>th</sup> Dec 2020 / 3:00-4:30 pm / INR 500(incl GST)**  
**Register @ <https://bit.ly/39uYAsT>**

- Stakeholder challenges in successful execution of projects.
- What is stakeholder management?
- Risks of neglecting stakeholder management.
- Benefits of stakeholder management.
- Guidelines for effectively practicing stakeholder management.

**2. Mastering Stakeholder Engagement**  
**28<sup>th</sup> Dec 2020 / 3:00-4:30 pm / INR 500(incl GST)**  
**Register @ <https://bit.ly/3ob1e9>**

- Creating an appreciation of the systematic processes that influence the stakeholders.
- Planning effective stakeholder engagement.
- Implementing stakeholder engagement processes.
- Illustrative Cases.

**3. Stakeholders Dialogue & Consensus Building**  
**07<sup>th</sup> Jan 2021 / 3:00-4:30 pm / INR 500(incl GST)**  
**Register @ <https://bit.ly/3lqbHOe>**

- Identify and assess key stakeholders issues
- Understand how to leverage areas of potential agreement and address possible conflicts
- Seek out and analyze facts to resolve disputes
- Carry out interest-based negotiation and mediation to resolve conflicting interests
- Develop and use strategies based on dialogue, trust and relationship



**Shri. T R Girdhar**

**About the Expert Speaker:**

- Founder-Partner of Just Bespoke Advisory LLP
- Over 3 decades of technical, management consulting, business development and training expertise, across a wide cross-section of economic sectors.

**<https://www.linkedin.com/in/tarakad-girdhar-ab33012/>**

**Who can Participate:**

Senior Project and Supply-chain managers, Government and Regulatory agencies involved in public hearing and resolving multi-stakeholder issues, Companies and organizations following and reviewing CSR, ESG principles and practices and all involved in monitoring or supervisory roles in multi-dimensional projects.

**Contact Person:**

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 Chennai - 600050

***e – Certificate will be issued to participants***



## Series of Webinar on STAKEHOLDER MANAGEMENT

**Register for all 3 webinars &  
avail 10% discount**

### 1. Overview of Stakeholder Management (17<sup>th</sup> Dec 2020 / 3:00-4:30 pm / INR 500(incl GST))

Project managers, Business leaders and Entrepreneurs while navigating challenges of resources involving technologies, expertise, infrastructures, physical resources and finance face stakeholder issues that may be internal or external and handle them on regular basis with mixed results. What differentiates the successful from others and what can account for such variations apart from the skills in using such tools and techniques? This webinar on stakeholders' management aims to address this issue and covers the following.

- Stakeholder challenges in successful execution of projects.
- What is stakeholder management?
- Risks of neglecting stakeholder management.
- Benefits of stakeholder management.
- Guidelines for effectively practicing stakeholder management.

### 2. Mastering Stakeholder Engagement ((28<sup>th</sup> Dec 2020 / 3:00-4:30 pm / INR 500(incl GST))

A good understanding about one's stakeholders and developing the right strategies for managing them contribute significantly and critically to success and differentiates a successful company/project from others. This webinar is aimed at:

- Creating an appreciation of the systematic processes that influence the stakeholders.
- Planning effective stakeholder engagement.
- Implementing stakeholder engagement processes.
- Illustrative Cases.

### 3. Stakeholders Dialogue & Consensus Building ((07<sup>th</sup> Jan 2021 / 3:00-4:30 pm / INR 500)(incl GST)

Sustainability and sustainable development has gained traction amongst development planners, many leading "for-profit" corporations as well as grassroots project managers. Projects have become collaborative initiatives involving multi-dimensional partners with many stakeholders which may involve underlying conflicts in values, identities and historical legacies and ambiguities in roles, responsibilities and expectations in deliverables. This webinar is aimed to enable the participants to

- (a) Identify and assess key stakeholders issues
- (b) Understand how to leverage areas of potential agreement and address possible conflicts
- (c) Seek out and analyse facts to resolve disputes
- (d) Carry out interest-based negotiation and mediation to resolve conflicting interests
- (e) Develop and use strategies based on dialogue, trust and relationship.



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