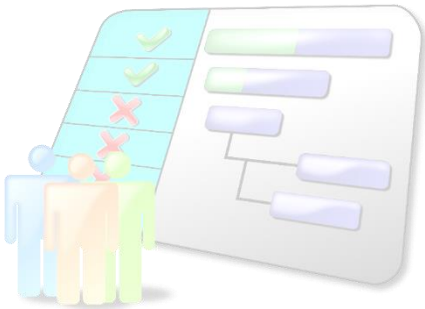




安讯教育与科技有限公司
Axon Consultancy Sdn Bhd

Mastering Strategic Stakeholder Management for Organizational Success

It's crucial for project success, as stakeholder can significantly impact a project's outcome



TRAINING DETAILS

08TH TO 09TH October 20225

Duration : 2 Days

Training Hour : 9am to 5pm

RECOMMENDED PARTICIPANTS

- Project/Functional managers & executives who may be directly or indirectly involved in managing stakeholders either in a supportive, managerial or operational capacity
- Professionals who are tasked in dealing with vendors and customers on a regular basis to ensure project objectives are met.



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(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,
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COURSE INTRODUCTION:

[Stakeholder management] is the process of identifying, analysing, and engaging with individuals or groups who have an interest in a project or organization. It's crucial for project success, as stakeholders can significantly impact a project's outcome. Effective stakeholder management involves understanding their needs, expectations, and concerns, and strategically aligning organizational decisions and actions to foster positive relationships and mutual understanding.

COURSE OBJECTIVES:

[Identify Stakeholders]

Learn techniques to identify individuals and groups who are affected by or can affect a project or organization.

[Analyse Stakeholders]

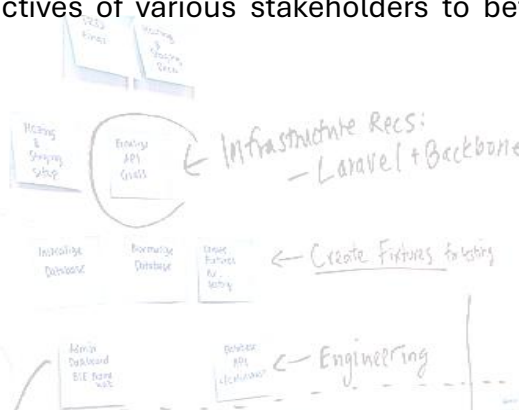
Understand stakeholder needs, expectations, influence, and potential impact on the project or organization.

[Prioritize Stakeholders]

Learn to categorize stakeholders based on their level of interest, influence, and potential impact.

[Understanding Stakeholder Perspectives]

Recognize different viewpoints and perspectives of various stakeholders to better manage expectations and potential conflicts.



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COURSE FOCUS AREAS:

[Stakeholder Identification and Analysis]

Learning how to identify all relevant stakeholders, understanding their roles, interests, and potential impact on the project or organization.

[Stakeholder Engagement Strategies]

Developing and implementing strategies for effectively engaging stakeholders, including communication plans, feedback mechanisms, and conflict resolution techniques.

[Communication and Relationship Management]

Improving communication skills, building trust, and managing relationships with diverse stakeholders.

[Stakeholder Expectations Management]

Understanding stakeholder expectations and developing strategies to manage them effectively.

[Change Management]

Organizational navigation changing and engaging stakeholders throughout the change processing.

[Stakeholder Management Tools Utilizing]

Learning to use various tools and techniques, such as stakeholder maps, power/interest grids, and communication plans.



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LEARNING OUTCOMES:

Upon Completion, Participants will be able to :

A. Project Outcomes Improvement

Increased stakeholder buy-in and collaboration leading to better project delivery.

B. Conflicts Resolution

Proactive stakeholder management minimizing the conflicts and disputes.

C. Communication Enhancement

Effective communication improves transparency and builds trust.

D. Efficiency Improvement

Streamline the stakeholder engagement processes to achieve time and resources saving.

E. Relationship Powerful

Building strong, positive and powerful relationships with stakeholders and fosters a more collaborative environment.

TRAINING METHODOLOGY:

Venessa's training methodology for stakeholder management course is designed to create a dynamic and impactful learning experience that transforms participant into cohesive, motivated, and high-performing units. Her approach is characterized by the following key elements:

- Interactive Lectures
- Real-Life Case Studies
- Role Plays & Simulations
- Group Exercises & Presentations
- Action Plan Development



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Day 1: Foundations and Planning

Module 1: Understanding Stakeholder Management in Corporate Context

- Definition and strategic importance
- Stakeholders vs Shareholders
- Key drivers of stakeholder expectations

Module 2: Identifying and Classifying Stakeholders

- Stakeholder mapping techniques (e.g. Power/Interest Grid)
- Internal vs external stakeholders
- Group exercise: Stakeholder Identification for your department

Module 3: Stakeholder Needs and Expectation Analysis

- How to gather stakeholder data (interviews, surveys, CRM)
- Tools to assess and prioritize needs
- Case Study Discussion: A failed project due to stakeholder misalignment

Module 4: Building the Stakeholder Engagement Strategy

- Communication matrix: Who needs what, when, and how?
- Balancing influence and empathy
- Strategic alignment with corporate goals



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Day 2: Execution and Influence

Module 5: Effective Communication and Influence Techniques

- Verbal, written, and visual communication methods
- Stakeholder persuasion: using logic, data, and emotion
- Role play: Difficult stakeholder scenarios

Module 6: Conflict Management and Negotiation with Stakeholders

- Types of stakeholder conflict
- Conflict resolution models (e.g., Thomas-Kilmann)
- Win-win negotiation techniques

Module 7: Monitoring and Measuring Stakeholder Engagement

- KPIs and success indicators
- Feedback loops and engagement scorecards
- Post-project stakeholder review methods

Module 8: Applying Stakeholder Management to Real Projects

- Hands-on workshop: Stakeholder plan creation
- Group presentations and peer review
- Action plan for implementation at workplace



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Trainer Profile

Venessa Chai pursuing her Doctorate Degree of Business Administration in UNITAR International University since 2023 to present. Currently in progressive with Dissertation academic paper writing, target obtain the Doctorate Degree in 2027. The latest academic qualification for her which is awarded MBA Degree in University of East London, United Kingdom since 2021.

She had 8 Years working experiences in Insurance industry with ING Insurance during the year 2004 – 2011 in position began from product advisor to group sales manager. In Year 2009, she started her real estate career pathway as part time and turned to full-time career in Year 2012.

She established her own Real Estate Agency – Landers Real Estates in 2014, thus she had plenty experiences how to run the operation, management, talent management in Real Estate industry. She graduated from the Executive Diploma in Real Estate program with UCSI College, Damansara Utama in Year 2019 to gain her real estate license. Currently, she is Probationary Estate Agent (PEA3696), the active member by Board of Valuer, Appraiser and Estate Agent Malaysia (BOVAEP) since 2023.

Therefore, she is servicing in MCentury Properties Sdn Bhd Real Estate Agency as her PEA journey since 2023 cum Real Estate Industry In-House master trainer. She has more than 16 years real estate sale and marketing experiences in Malaysia and China property developer's new projects and sub-sale properties which included residential, commercial, industrial and land deals.

Previously, She also a group leader with leading more than 100 manpower for strategic talent management experiences. She also strength in new project marketing dealing experiences with more than 30 local and oversea property developers.

She started her training and coaching pathway in real estate industry since Year 2016. She is expert in various programs design in real estate topics. Currently, she has designed her unique real estate program which is Real Estate Career Awareness Course to new school leavers and Executive Degree in Real Estate Mastery Skills program to existing real estate agent who intend to elevate their soft skills in collaboration with SEGI College.

She also a founder and master trainer of her own training academy - Bigastrong Academy.

Based on her education qualifications and working experiences, she has her enthusiasm to share more theories, practical skills, real life cases and working experiences to her target audiences.

Thus, started from the year 2024, she became a contents creator to design more training topics related to sales and marketing strategies, effectiveness in sales performances program, Business Model Canvas, Leadership, Recruitment, Talent Management, Team Building Activities Design, Winning Attitude Program and more topics are upcoming soon.

Finally, she also a book author and pending publishing her books soon with the book name <I enjoying the B20 Lifestyles with my T20 Incomes> and <Fearless work in Real Estate> (Book title names To Be Confirm and May Align).



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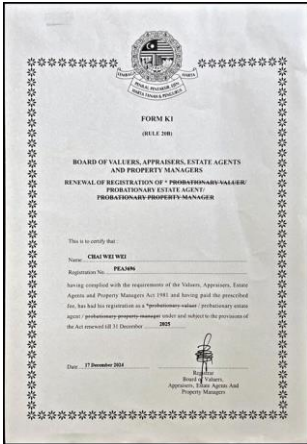
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Trainer Qualification Certificates



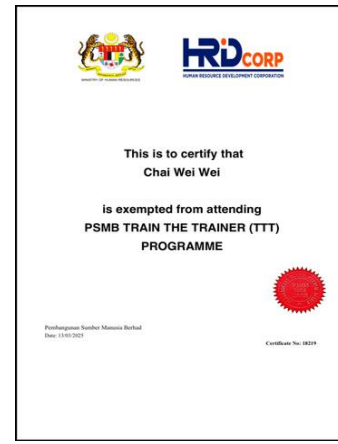
PEA FORM K1
by BOAEP



INTERNATIONAL CERTIFIED PROFESSIONAL TRAINER
by IPMA, UK



CERTIFIED PROFESSIONAL TRAINER
by IPMA, UK



HRD CORP EXEMPTION TRAINER
by HRD CORP MALAYSIA



HRD CORP ACCREDITED TRAINER
by HRD CORP MALAYSIA

- Pursuing DBA (Doctor of Business Administration) with UNITAR International University
- MBA, International Business (Master of Business Administration in University of East London, UK)
- BA (Hons) in Marketing (SEGI University & College)
- EDRE (Executive Diploma in Real Estate, UCSI College)
- PEA (Probationary Estate Agent – PEA3696), member of The Board of Valuers, Appraisers, Estate Agents and Property Managers Malaysia
- International Certified Professional Trainer, (IPMA), UK
- HRD Corp Accredited Trainer
- Co-founder of Bigastrong Academy
- Real estate industry in-house trainer
- More than 15 years real estate and property sales and marketing experiences
- Specialize in Team Building Planning, Sales, Marketing, Leadership, and Management Training
- Record-Breaker in Personal and Group Sales Award and Consistent Overseas Incentives Contest Qualifier
- Motivational speaker
- Book Author



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