

Engaging Stakeholders for Success

Scope and Sequence

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Target Audience

Engaging Stakeholders for Success is a Professional Skills course developed by the Cisco Networking Academy. Professional Skills courses are designed to complement technical training and equip learners with essential skills for success in the workplace. This course sits under the Core Skills sub-category, which covers interpersonal skills that can be developed throughout a career. Engaging Stakeholders for Success is designed for participants interested in developing emotional intelligence, customer orientation, and collaboration skills, with a focus on interacting with stakeholders. The course is appropriate for learners of many ages and education levels.

Prerequisites

There are no prerequisites for this offering. Learners are expected to have the following skills:

- High school reading level
- Basic computer literacy
- Basic PC operating system navigation skills
- Basic internet usage skills

Course Description

In this course, students will develop workforce readiness skills and build a foundation for success. With the support of video and rich interactive media, students learn, apply, and practice engaging stakeholders in meaningful ways through a series of interactions that mimic real-world decisions. This course uses an immersive interactive activity to enable your students to practice conversing with stakeholders to build trust. The scenarios in this course have students make decisions and see how they play out. Students can navigate through the decisions many times to experience different outcomes.

The course also includes opportunities for students to practice what they are learning as they are learning it. Learning by doing is the most powerful way to build new skills and knowledge. Having students apply what they are learning to real-world situations will deepen their understanding.

The Engaging Stakeholders for Success course includes the following features:

- 25 practice activities and 1 immersive interactive scenario
- Comprised of multiple modules. Each module consists of multiple topics.
- Each module includes multiple practice activities to build understanding. Through these activities learners receive immediate feedback to support the evaluation of knowledge and acquired skills and determine if they need to review before continuing.
- The modules teach the basics of defining and engaging stakeholders.
- The language used to describe stakeholder concepts is designed to be easily understood by learners at all levels and embedded interactive activities help reinforce comprehension.
- Assessments and practice activities are focused on specific competencies to increase retention and provide flexibility in the learning path.

- Multimedia learning tools, including videos, interactive practice activities and immersive interactive scenarios, address a variety of learning styles and help stimulate learning and promote increased knowledge retention.

Course Objectives

Engaging Stakeholders for Success introduces important foundational concepts in interpersonal skills applicable to all positions. This includes building trust and establishing rapport.

- By the end of the course, students can explain the value of identifying stakeholders and their needs as well as identify techniques for engaging stakeholders.

Equipment Requirements

Any device with Internet access (Smartphones/Tablets/Chromebooks/Laptops/Desktops).

Course Outline

Listed below are the current set of modules and their associated competencies for this offering. Each module is an integrated unit of learning that consists of content, activities, and assessments that target a specific set of competencies. The size of the module will depend on the depth of knowledge and skill needed to master the competency.

Module Title and Objective

Module Title/Topic Title	Objective
Module 1: Business Value of Stakeholders	Explain the business value of discovering stakeholder needs
1.1 Engaging Stakeholders	Identify ways to engage stakeholders
1.2 Defining Stakeholders	Define stakeholders at various points
1.3 Value of Stakeholders	Explain how stakeholders add value to projects
Module 2: Basic Process for Determining Stakeholder Needs	Organize the basic components for determining stakeholder needs into a sequence
2.1 Stakeholder Classification	Classify stakeholder relationship
2.2 Stakeholder Analysis	Identify methods for discerning stakeholders for a given project
2.3 Power Interest Grid	Determine how to prioritize and engage stakeholders using a standard framework
2.4 Interviewing Stakeholders	Identify steps for conducting a successful interview
Module 3: Techniques for Effective Stakeholder Interactions	Evaluate techniques for successful stakeholder interactions
3.1 The Importance of Trust	Identify the role of trust in a successful stakeholder process
3.2 Common Pitfalls when Working with Stakeholders	Select examples of common mistakes based on scenario outcomes
3.3 Working Effectively with Stakeholders	Identify key conditions for working effectively with stakeholders

Module Title/Topic Title	Objective
3.4 Active Listening Techniques	Recommend appropriate listening techniques for given scenarios
3.5 Techniques for Stakeholder Interviews	Recommend appropriate interviewing techniques for given scenarios
3.6 Better Information, Better Outcomes	Evaluate how good technique enables you to get the data you need