



# Stakeholder Engagement Workshop

The Stakeholder Engagement workshop is designed to bring your team together to get to the heart of your stakeholder relationships.

**The objective of the workshop is:**

- Explore who your stakeholders really are, their desires, fears and emotional drivers and generate experiments that you can deliver to improve the experiences you create for stakeholders.

**Through this workshop we will help:**

- Your team develop greater empathy for your stakeholders

**How we'll run the 3-4 hour workshop:**

- Teams explore who your stakeholders are and their emotional drivers
- We'll explore how your team want their stakeholders to feel and not feel when they're dealing with you
- Work together to map the high-level stakeholder journey
- Explore ways we can change and improve the experiences we deliver our stakeholders as a team

