



## **course : Essentials of Stakeholder Management training Course**

---

The Essentials of Stakeholder Management training course equips professionals with the skills to effectively identify, analyze, and engage stakeholders to achieve organizational objectives. Participants will learn proven strategies for building trust, managing expectations, and navigating conflicting interests. By mastering communication and influence techniques, attendees will enhance collaboration, minimize risks, and strengthen stakeholder relationships critical to project and organizational success.



|                     |            |                   |            |
|---------------------|------------|-------------------|------------|
| <b>City :</b>       | Paris      | <b>Hotel :</b>    | Le Meurice |
| <b>Start Date :</b> | 2025-12-22 | <b>End Date :</b> | 2025-12-26 |
| <b>Duration :</b>   | 1 Week     | <b>Price :</b>    | 5950 \$    |



## Course Overview

Stakeholder management involves the systematic organization, monitoring, and enhancement of relationships with stakeholders. The process entails identifying stakeholders, analyzing their needs and expectations, and devising and executing strategies to engage with them. A well-executed stakeholder management process serves as a mechanism for coordinating interactions and evaluating the status and quality of relationships with different stakeholders.

Influencing and persuading both internal and external stakeholders, including vendors, outsourcing providers, customers, and colleagues, are crucial aspects of effectively managing continuous improvement in any process.

By participating in the Essentials of Stakeholder Management training course, you will acquire the skills and competence needed to influence and effectively manage stakeholders. Through the application of various tools and techniques, you will enhance their willingness to embrace change and overcome resistance.

## Course Objectives

By the end of this Essentials of Stakeholder Management training course, participants will be able to:

- Understand what good stakeholder management looks like

- Identify their style of stakeholder management along with the needs of their customer.

- Recognize ways of securing stakeholder agreement.

- Distinguish the 6 different persuasion styles.

- State various methods to build an ongoing relationship

- Better understand your own preferences, behaviors, and working styles

- Develop a technique to gauge the preferences, behaviors, and working styles of others

- Learn how to use that knowledge and understanding to build effective working relationships

- Consider your existing stakeholder relationships and what steps you might take to improve those

## Target Audience

Essentials of Stakeholder Management training course is ideal for:

Anyone who is responsible for engaging in and managing, stakeholder relationships in a business change environment

## Methodology

This course applies a practical and interactive learning approach that blends:

Lecturer-led presentations to provide core concepts and frameworks.

Case studies and real-life scenarios to illustrate best practices in stakeholder management.

Group discussions and role-plays to practice negotiation, communication, and conflict resolution skills.

Practical exercises and simulations to apply stakeholder mapping and engagement strategies.

Action planning sessions to ensure participants can transfer learning to their workplace.

## Course Outline

Stakeholder mapping

Analysis models and tools

Who to influence?

Creating your own stakeholder mapping model

What makes them tick?

Considerations from stakeholder mapping

Use of position, knowledge or personal power

Personality preferences

Identify your own preferences

How are different types influenced?

How to influence others

Influencing strategies

Road map to successful influencing

Different types of influencing strategies

Push and pull type behaviors

Tools, skills and behaviors of effective influencing

Effective communication

Communication preferences

Managing conversations with stakeholders

Selecting communication methodologies to get your messages across

## Certificates



On successful completion of this training course, HighPoint Certificate will be awarded to the delegates.  
Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.