Strategic Stakeholder Management for Senior Leaders

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Baku (Azerbaijan)

UK Trainig
PARTNER



Strategic Stakeholder Management for Senior Leaders

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Strategic stakeholder management is the leadership practice of identifying the people and groups who can advance or block an organisation's goals, judging their influence, and shaping relationships with them over years rather than for a single project. This one-week course is for senior managers who carry organisation-level relationships, and it ends with each delegate drafting a strategic stakeholder management plan for one corporate objective. Blackbird Training Centre offers this course in strategic stakeholder management.

Introduction

The course draws on three analytical tools. The Power/Interest Grid sorts stakeholders by how much they can affect a decision and how much they care about it. The Influence–Impact Matrix weighs how far a group can sway an outcome against how strongly the outcome affects that group. The Stakeholder Salience Model ranks groups by power, legitimacy and urgency. The level is advanced: delegates are expected to manage relationships already and come to apply these tools across the whole organisation. Teaching runs through a multi-day simulation of a strategic decision, with role-play and case studies from energy, healthcare and financial services.

Course Objectives

- Distinguish stakeholder management from stakeholder engagement and justify when a leader needs control of risk and when two-way dialogue.
- Compare the Power/Interest Grid with the Influence–Impact Matrix and select the one that fits a given strategic decision.
- Apply the Stakeholder Salience Model to rank competing demands on senior leadership time.
- Interpret the interests behind the stated positions of senior stakeholders before negotiating with them.
- Select engagement methods, from briefings to joint steering groups, that match each group's priority.
- Justify a set of leading and lagging measures that shows whether key relationships support corporate goals.



Target Audience

- Senior managers who head a business function, deciding which external and internal relationships deserve their personal time.
- Leaders of change or transformation portfolios, judging whose support a strategic shift cannot proceed without.
- Executives who manage partnerships, alliances or joint ventures, choosing when to negotiate and when to concede.
- Senior members of strategy and planning teams, deciding how stakeholder views shape corporate objectives.
- Regional or divisional heads working across cultures, judging how engagement style should adapt to each setting.

Course Outline

Day 1: Stakeholders as a Leadership Responsibility

- Stakeholder Management vs Stakeholder Engagement: Controlling Risk Compared With Two-Way Dialogue
- Enterprise Stakeholder Universe: Identifying and Categorising Groups Across the Whole Organisation
- Strategic Objectives and Stakeholders: Linking Each Corporate Goal to Those Who Shape It
- Enterprise Stakeholder Register: Creating and Maintaining One Shared Record Across Functions
- Stakeholder Mapping Techniques: Visualising Relationships Between Groups, Not Only Individuals

Day 2: Analysing Power, Interest and Legitimacy

- Power/Interest Grid vs Influence–Impact Matrix: Two Lenses for Classifying Stakeholders
- Stakeholder Salience Model: Power, Legitimacy and Urgency as Signals of Priority
- Portfolio Prioritisation: Allocating Leadership Time Across Competing Stakeholder Demands
- Interests vs Positions: Reading What Senior Stakeholders Need Behind Their Requests
- Stakeholder Risk Assessment: Spotting Where Lost Support Could Block Strategic Goals

Day 3: Communication and Influence at Senior Level

- Communication Plan vs Engagement Plan: Informing Stakeholders Compared With Involving Them
- Tailored Messaging: Framing One Strategic Decision for Boards, Partners and Staff
- Engagement Methods: Choosing Briefings, Consultation Forums or Joint Steering Groups
- Influence Without Authority: Building Coalitions Among Peers and External Partners
- Expectation Management: Addressing Concerns Before They Harden Into Organised Opposition



Day 4: Trust, Conflict and Cultural Context

- Trust vs Rapport: Long-Term Credibility Compared With Immediate Personal Connection
- Conflict Resolution Styles: Collaborating, Compromising or Accommodating Among Competing Groups
- Principled Negotiation: Separating People From Problems in High-Stakes Leadership Discussions
- Cultural Considerations: Adjusting Engagement Style Across National and Organisational Cultures
- Relationship Stewardship: Assigning Executive Owners to Long-Term Strategic Stakeholder Relationships

Day 5: Building the Strategic Stakeholder Plan

- Leading vs Lagging Measures: Tracking Relationship Health Against Strategic Results
- Simulation Debrief: Applying Salience, Messaging and Negotiation Lessons to the Case
- Feedback Loops: Adjusting Strategy When Stakeholder Positions or Influence Shift
- Continuous Improvement: Reviewing Engagement Cycles at Leadership Team Meetings
- Strategic Stakeholder Management Plan: Finalising Register, Priorities, Methods and Measures

Skills You Will Gain

- Enterprise stakeholder mapping
- Salience-based prioritisation
- Interest-based negotiation
- Coalition building
- Cross-cultural engagement
- Stakeholder risk assessment
- Relationship stewardship

Why Attend This Course

- From managing stakeholders one project at a time to holding a single view of the relationships that shape corporate strategy.
- From giving attention to whoever is loudest to ranking demands by power, legitimacy and urgency.
- From relying on formal authority to gaining support among peers and partners who report elsewhere.
- From an unwritten sense of who matters to a strategic stakeholder management plan for one corporate objective, with owners and measures.



Conclusion

Put another way, strategic stakeholder management treats relationships as an organisational asset that leaders build and protect deliberately, much as they manage capital or talent. The course clarifies how management differs from engagement, how power differs from legitimacy, and how stated positions differ from underlying interests. It is the right choice for senior managers who already handle stakeholders and now carry responsibility for relationships that cut across functions, partners and cultures, rather than for staff focused on a single project.

Course FAQs

What is strategic stakeholder management?

Strategic stakeholder management is the long-term work of identifying who can affect an organisation's goals, ranking their influence, and building relationships that support those goals across functions and over several planning cycles, rather than within one project.

What is the difference between stakeholder management and stakeholder engagement?

Stakeholder management analyses and handles groups to reduce risk to an objective; stakeholder engagement involves them in two-way dialogue so their views can shape decisions. Leaders usually need both, choosing the balance according to each group's power and legitimacy.

Which models does strategic stakeholder management training use?

The course works with the Power/Interest Grid, the Influence–Impact Matrix and the Stakeholder Salience Model for analysis, and with principled negotiation for resolving conflict between competing groups.

Is strategic stakeholder management training right for a head of department?

Yes, where the head of department owns relationships beyond their own team, such as partners, other divisions or senior committees. A specialist focused on stakeholders within one project may be better served by a project-level course.

What do delegates produce on a strategic stakeholder management course?

Each delegate completes a strategic stakeholder management plan for one corporate objective, containing an enterprise stakeholder register, salience-based priorities, chosen engagement methods, named relationship owners and leading and lagging measures.

