

Stakeholder Engagement & Management: 5-Day Intensive Course

2026 18 - 14
Vienna (Austria)

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Stakeholder Engagement & Management: 5-Day Intensive Course

R2022154413584414 **Location:** Vienna (Austria) **Fees:** 5200 GBP

Why This Course

Effective stakeholder engagement is critical for the success of any project or initiative. Professionals who can identify, analyze, and manage stakeholder expectations build stronger relationships, minimize conflicts, and drive better project outcomes.

This intensive 5-day program equips participants with practical tools and strategies for strategic stakeholder management. Through a blend of theoretical frameworks, case studies, and hands-on exercises, attendees will gain the skills needed to engage stakeholders confidently and effectively.

What You'll Learn and Practice

By attending this course, you will:

- Identify and prioritize stakeholders based on influence, interest, and impact.
- Develop tailored communication and engagement strategies for diverse stakeholders.
- Manage expectations, resolve conflicts, and foster long-term stakeholder relationships.
- Apply cultural awareness and negotiation techniques to enhance collaboration.
- Create actionable stakeholder management plans and continuously improve engagement processes.

The Program Flow

Day 1: Introduction to Stakeholder Management

- Core concepts and principles of stakeholder management
- Identifying and categorizing stakeholders
- Stakeholder mapping techniques
- Creating and maintaining a stakeholder register

Day 2: Stakeholder Analysis and Prioritization

- Using power/interest grids and influence-impact matrices
- Applying the stakeholder salience model
- Prioritizing stakeholders for strategic engagement

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The board has a checkered pattern, and there are concentric circles in the background.

Day 3: Communication and Engagement Strategies

- Designing a stakeholder communication plan
- Tailoring messages for different stakeholder groups
- Selecting appropriate engagement methods and tools
- Managing expectations and addressing concerns

Day 4: Building and Managing Stakeholder Relationships

- Trust-building and rapport techniques
- Conflict resolution and negotiation strategies
- Cultural considerations in stakeholder interactions
- Strengthening long-term stakeholder relationships

Day 5: Implementing and Monitoring Stakeholder Management

- Developing a comprehensive stakeholder management plan
- Measuring engagement effectiveness and outcomes
- Adjusting strategies based on feedback
- Continuous improvement for sustainable stakeholder engagement

Individual Impact

- Ability to create and execute a stakeholder engagement plan for real projects.
- Improved communication and negotiation skills with internal and external stakeholders.
- Confidence in handling conflicts and building strong, lasting relationships.
- A practical toolkit for stakeholder analysis and engagement applicable to any project.

Organizational Impact

- Enhanced project success through proactive stakeholder management.
- Stronger collaboration and trust across teams and external partners.
- Reduced conflicts, delays, and misunderstandings in projects.
- Strategic alignment of stakeholder interests with organizational goals.

Training Methodology

- Hands-on exercises and role-playing for real-world stakeholder scenarios.
- Case studies reflecting diverse industries and project types.
- Group discussions and collaborative problem-solving.
- Practical templates and tools for immediate application.

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Beyond the Course

Participants will leave ready to:

- Identify and prioritize key stakeholders with confidence.
- Implement tailored engagement strategies that drive results.
- Resolve conflicts and manage stakeholder expectations effectively.
- Apply learned techniques immediately to enhance project outcomes and relationships.

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