

Strategic Stakeholder Management Essentials Training Course

2027 00000 9 – 5
Kuala Lumpur (Malaysia)

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Day 2: Stakeholder Identification and Mapping

- Applying structured techniques to identify stakeholders comprehensively.
- Using stakeholder mapping tools such as power-interest grids.
- Distinguishing between internal and external stakeholders.
- Creating and maintaining stakeholder registers for effective management.

Day 3: Stakeholder Analysis and Prioritization

- Assessing stakeholder needs, expectations, and influence.
- Prioritizing stakeholders based on power, interest, and impact.
- Applying qualitative and quantitative analysis methods.
- Aligning stakeholder interests with organizational objectives.

Day 4: Communication and Engagement Strategies

- Designing effective stakeholder communication plans.
- Strengthening listening, negotiation, and engagement skills.
- Using digital tools and platforms to support stakeholder communication.
- Addressing cultural differences and communication challenges.

Day 5: Managing Conflicts and Building Relationships

- Understanding conflict dynamics in stakeholder interactions.
- Applying structured conflict resolution and negotiation techniques.
- Building trust and credibility through consistent engagement.
- Developing long-term stakeholder relationship strategies.

Individual Impact

- Strengthen communication and negotiation capabilities.
- Improve analytical skills for stakeholder assessment and prioritization.
- Gain confidence in managing complex stakeholder relationships.
- Develop a structured stakeholder management plan for real projects.

Work Impact

- Improve collaboration between teams, partners, and external stakeholders.
- Support smoother project implementation and decision-making processes.
- Reduce conflicts and improve stakeholder alignment.
- Strengthen organizational reputation and long-term partnerships.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in the foreground. The board is white and black, and the pieces are gold and silver. In the background, there are concentric circles radiating from the center.

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Training Methodology

This program combines theoretical understanding with practical experience to ensure real-world application. Learning methods include:

- Interactive workshops and facilitated discussions.
- Case studies illustrating stakeholder management challenges.
- Group exercises focused on mapping and engagement strategies.
- Role-playing scenarios for negotiation and conflict resolution.
- Practical templates and tools for stakeholder planning.

Beyond the Course

By the end of the program, participants will be able to:

- Design and implement structured stakeholder management strategies.
- Communicate effectively with diverse stakeholder groups.
- Manage conflicts and competing interests constructively.
- Build sustainable stakeholder relationships that support organizational success.