

Mastering Stakeholder Engagement: A 5-Day Intensive Course

2026 000000 27 - 23
London (UK)

UK Traininig

PARTNER



Mastering Stakeholder Engagement: A 5-Day Intensive Course

~~R20222666~~~~20231623~~ **Location:** London (UK) **Fees:** 5400 GBP

Why This Course

Successful projects and organizational initiatives depend heavily on the people who influence, support, resist, fund, approve, use, or are affected by them. These people are stakeholders, and managing their expectations, concerns, and contributions is essential for achieving strong outcomes.

Stakeholder engagement is more than communication. It involves identifying the right people, understanding their interests and influence, building trust, managing expectations, resolving conflict, and creating collaborative relationships that support shared success.

This comprehensive 5-day course equips participants with the knowledge and practical skills needed for effective stakeholder engagement. Through stakeholder mapping, communication planning, negotiation practice, conflict resolution scenarios, and engagement plan development, participants will learn how to manage diverse stakeholder groups and strengthen project and organizational performance.

What You'll Learn and Practice

By joining this program, you will:

- Understand who stakeholders are and why they matter.
- Apply stakeholder engagement principles and best practices.
- Identify and analyze key stakeholders using proven methodologies.
- Use stakeholder mapping tools to assess influence, interest, expectations, and impact.
- Develop communication strategies for different stakeholder groups.
- Tailor messages based on stakeholder needs, concerns, and priorities.
- Use active listening and feedback techniques to build understanding.
- Manage expectations and reduce misunderstanding.
- Build trust, credibility, and long-term stakeholder relationships.
- Apply negotiation and conflict resolution techniques.
- Manage stakeholder resistance and increase buy-in.
- Create comprehensive stakeholder engagement plans.
- Integrate stakeholder engagement into project management.
- Measure and improve stakeholder engagement effectiveness.

UK Training

PARTNER

A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with other pieces like a silver pawn and a gold pawn visible. The background features concentric circles, suggesting a strategic or partnership theme.

The Program Flow

Day 1: Introduction to Stakeholder Engagement

- Defining stakeholders and understanding their importance.
- The role of stakeholder engagement in project and organizational success.
- Stakeholder engagement principles and best practices.
- The stakeholder engagement process.
- Identifying internal and external stakeholders.
- Stakeholder mapping and analysis techniques.
- Practical exercise: Creating a stakeholder map for a real or selected initiative.

Day 2: Communication Strategies for Stakeholders

- Developing effective stakeholder communication plans.
- Tailoring messages for different stakeholder groups.
- Choosing suitable communication channels and frequency.
- Active listening and feedback techniques.
- Managing stakeholder expectations.
- Communicating risks, changes, decisions, and progress clearly.
- Workshop: Designing a communication plan for diverse stakeholders.

Day 3: Building and Maintaining Stakeholder Relationships

- Establishing trust and credibility with stakeholders.
- Understanding stakeholder motivations, concerns, and influence.
- Negotiation skills for stakeholder management.
- Conflict resolution strategies.
- Managing difficult stakeholder conversations.
- Cultural considerations in stakeholder engagement.
- Role play: Handling a complex stakeholder interaction.

Day 4: Stakeholder Engagement Planning and Implementation

- Creating comprehensive stakeholder engagement plans.
- Selecting appropriate engagement methods and tools.
- Workshops, consultations, briefings, surveys, meetings, and collaborative forums.
- Managing stakeholder resistance and building buy-in.
- Integrating stakeholder engagement into project management.
- Assigning engagement responsibilities and follow-up actions.
- Practical exercise: Building a stakeholder engagement plan for a project or initiative.

UK Training

PARTNER

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is white and grey, with concentric circles in the background.

Day 5: Measuring and Improving Stakeholder Engagement

- Key Performance Indicators for stakeholder engagement.
- Evaluating the effectiveness of engagement strategies.
- Measuring participation, satisfaction, trust, alignment, and support.
- Capturing feedback and lessons learned.
- Continuous improvement in stakeholder management.
- Case studies and practical applications.
- Final activity: Presenting a stakeholder engagement plan and improvement approach.

Individual Impact

- Strengthen your confidence in managing diverse stakeholder groups.
- Improve communication, listening, negotiation, and conflict resolution skills.
- Build stronger ability to analyze stakeholder influence and expectations.
- Gain practical tools for planning, implementing, and reviewing engagement activities.
- Improve confidence in handling complex or resistant stakeholders.
- Develop a more structured and professional approach to relationship management.

Work Impact

- Improve project outcomes through better stakeholder alignment and support.
- Reduce resistance, confusion, and communication gaps.
- Strengthen trust and collaboration with internal and external stakeholders.
- Improve decision-making through better stakeholder input and feedback.
- Increase buy-in for projects, changes, and strategic initiatives.
- Build a stronger culture of engagement, transparency, and collaboration.

Training Methodology

This program uses a practical and interactive approach to help participants apply stakeholder engagement tools to real workplace situations. Learning methods include:

- Interactive discussions and guided facilitation.
- Stakeholder engagement case studies.
- Stakeholder mapping and influence analysis exercises.
- Communication planning workshops.
- Active listening and feedback practice.
- Negotiation and conflict resolution role plays.
- Engagement plan development activities.
- Peer feedback, facilitator coaching, and practical action planning.

UK Training

PARTNER

A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The background features concentric circles, suggesting a strategic or global theme.

Beyond the Course

Upon completion, participants will be ready to engage stakeholders with greater confidence, structure, and influence. They will return prepared to:

- Create comprehensive stakeholder engagement plans.
- Communicate effectively with diverse stakeholder groups.
- Build trust and manage expectations more professionally.
- Handle complex stakeholder situations with confidence.
- Apply negotiation and conflict resolution techniques.
- Improve project and organizational outcomes through stronger stakeholder management.

UK Training

PARTNER

