



course : Essentials of Stakeholder Management training Course

City : Kuala Lumpur
Start Date : 2025-11-17
Period : 2 Weeks

Hotel : Kuala Lumpur
End Date : 2025-11-28
Price : 5925 \$

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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

Day 1: Stakeholder Mapping and Analysis

- Introduction to stakeholder mapping.
- Analysis models and tools for identifying key stakeholders.
- Determining “who to influence” in different contexts.
- Developing your own stakeholder mapping model.
- Understanding stakeholder motivations: “What makes them tick?”

Day 2: Insights from Stakeholder Mapping

- Critical considerations when mapping stakeholders.
- Leveraging position, knowledge, or personal power.
- Identifying influence channels and power dynamics.

Day 3: Personality Preferences and Influence

- Identifying your own personality preferences.
- Understanding how different personality types are influenced.
- Tailoring approaches to influence others effectively.

Day 4: Influencing Strategies

- Building a roadmap for successful influencing.
- Exploring different types of influencing strategies.
- Push vs. pull influencing behaviors.
- Tools, skills, and behaviors of highly effective influencers.

Day 5: Effective Communication with Stakeholders

- Understanding communication preferences.
- Managing meaningful conversations with stakeholders.
- Selecting appropriate communication methodologies.
- Crafting and delivering messages that drive impact.