

# Stakeholders Engagement & Management

Management & Leadership  
Lisbon (Portugal)  
13 - 17 Jan 2025

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## Stakeholders Engagement & Management

**Ref:** 321544\_126401 **Date:** 13 - 17 Jan 2025 **Location:** Lisbon (Portugal) **Fees:** 4400 Euro

### Introduction

Today's successful managers and leaders must build strong relationships with stakeholders. This is essential for successful running of projects, plans and events. Your stakeholder relationships can best develop by improving your ability to communicate, collaborate and engage with multiple stakeholders, across all communication channels.

This highly interactive Stakeholder Engagement and Management training course will help your skills in negotiating, influencing, communicating and persuading all the many internal and external stakeholders you might have to deal with. It is an ideal training course for those who work in a busy professional organisation and are seeking more responsibility.

### Course Objectives of Stakeholders Engagement & Management

- Enhance and improve cross-functional relationship and build rapport, as well as manage stakeholders' expectations and gain their buying in
- Negotiate, influence, conciliate, convince, compromise, concede and persuade the internal and external stakeholders with divergent interests
- Identify, plan and execute Good, Best and Right Communication strategy to the internal and external Stakeholders
- Navigate the organisational politics to manage and resolve conflicts due to competing priorities, needs and demands
- Track Stakeholders expectations achievement through effective status monitoring, control, reporting and meaningful progress meetings

### Stakeholders Engagement & Management Course Outlines

#### Day 1

#### Stakeholders Engagement Process

- Essentials of Stakeholders Management - Skills and Competencies
- Cooperate, work together, join forces and team up - what is the strategy?
- Identifying, anticipating and analysing Stakeholder's requirements, demands and needs
- Managing tricky, complex, complicated, challenged and difficult Stakeholders

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- The Stakeholders Prioritisation Game - Ramping Up and Ramping Down
- How to manage stakeholders' expectations that can't be managed effectively
- Strong and confident stakeholders' relationships to ensure increased success

## Day 2

### Building Strategic Relationships

- How to build and manage key relationships within a stakeholder group
- Qualifying and managing key influencers accurately
- Producing a 'relationship matrix' for each account quickly and easily
- How best to approaching and developing new contacts
- Developing a coach or advocate in every client site pro-actively

## Day 3

### Influence Skills when Working with Stakeholders

- How to integrate your business style and solutions with the stakeholder's needs and processes
- Getting your message and strategy across to C-level contacts
- Being able to better anticipate, identify, create, and develop opportunities within a group.
- Knowing your personalised value message: Differentiating your solutions clearly and accurately with customer/client-matched value statements.
- Tools, techniques and principles of influence.

## Day 4

### Communication and Negotiation with Emotional Intelligence

- Effective Communication and Emotional Intelligence
- Emotional Manager instead of Program/Project/Functional/Capability Lead Manager
- Effective Convincing, Persuading and Influencing techniques
- Collaborative and Coordinated skills - achieving commitment and consistency
- Stakeholders Relationship game and rapport
- Compromise and Concession middle point
- Win to Win and Win to Lose

## Day 5

### Teamwork and Time Management for Stakeholder Relationship Building

- Working with other stakeholders inside and outdies your organisation to achieve your account goals
- Managing and working with a virtual team and creating cross-departmental communication loops
- Managing your time and stakeholders effectively on a daily basis
- Setting priorities, goals and account objectives for stakeholder relationship building.
- Action plan

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