Workshop in The Art of Stakeholders Management Effectively

28 December 2026 – 8 January 2027
Rome (Italy)



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Why This Course

In today's complex organizational landscape, effectively managing stakeholders is critical to project success and long-term organizational growth. Understanding stakeholder needs, expectations, and influence allows leaders to make informed decisions, navigate conflicts, and foster productive relationships.

This intensive 2-week workshop equips participants with advanced skills in stakeholder management. Through interactive sessions, case studies, and practical exercises, attendees will learn to identify, analyze, engage, and influence diverse stakeholder groups—ensuring projects and initiatives achieve their objectives efficiently and sustainably.

What You'll Learn and Practice

By participating in this program, you will:

- Identify and analyze stakeholders using advanced methodologies.
- Design tailored engagement and communication strategies for diverse stakeholder groups.
- Build trust and maintain long-term, productive stakeholder relationships.
- Manage conflicts and competing interests among stakeholders.
- Apply negotiation and influence techniques to achieve stakeholder alignment.
- Integrate stakeholder management best practices into projects, organizational change, and strategic initiatives.

The Program Flow

Day 1: Introduction to Advanced Stakeholder Management

- Defining stakeholders and their strategic importance.
- Evolution of stakeholder management practices.
- Modern approaches in business contexts.
- Case studies of successful stakeholder engagement.

Day 2: Stakeholder Identification and Mapping

- Advanced techniques for identifying stakeholders.
- Stakeholder mapping tools and methodologies.
- Power-interest grids and influence networks.
- Prioritizing stakeholders for engagement.



Day 3: Stakeholder Analysis and Profiling

- Assessing stakeholder needs, expectations, and motivations.
- Evaluating stakeholder attitudes and behaviors.
- Creating comprehensive stakeholder profiles.
- Leveraging data analytics in stakeholder analysis.

Day 4: Stakeholder Engagement Strategies

- Developing tailored engagement approaches.
- Communication planning for different stakeholder types.
- Engagement techniques for diverse groups.
- Managing expectations effectively.

Day 5: Building and Maintaining Stakeholder Relationships

- Trust-building strategies with key stakeholders.
- Nurturing long-term partnerships.
- Relationship management tools and frameworks.
- Measuring and improving relationship quality.

Day 6: Stakeholder Communication and Influence

- Advanced communication techniques.
- Strategies to influence stakeholders effectively.
- Negotiation skills for agreements and alignment.
- Handling difficult conversations with stakeholders.

Day 7: Managing Conflicting Stakeholder Interests

- Identifying and analyzing conflicts.
- Conflict resolution techniques.
- Balancing competing demands.
- Case studies in stakeholder conflict management.

Day 8: Stakeholder Management in Project Environments

- Integrating stakeholder management into project lifecycles.
- Agile stakeholder engagement practices.
- Managing stakeholders in global and cross-functional projects.
- Tools for project-based stakeholder management.



Day 9: Stakeholder Management for Organizational Change

- Stakeholder analysis for change initiatives.
- Engaging stakeholders during transformations.
- Managing resistance and building support.
- Sustaining engagement throughout change processes.

Day 10: Advanced Topics and Future Trends

- Ethical considerations in stakeholder management.
- Digital tools and AI for engagement.
- Stakeholder management in sustainability and CSR initiatives.
- Emerging trends shaping the future of stakeholder management.

Individual Impact

- Develop confidence in managing complex stakeholder networks.
- Strengthen negotiation, influence, and communication skills.
- Gain practical tools and templates to manage stakeholders effectively.

Organizational Impact

- Enhance project success and organizational alignment.
- Improve stakeholder satisfaction and long-term partnerships.
- Reduce conflict and manage competing priorities more effectively.
- Implement advanced stakeholder management practices across teams and projects.

Training Methodology

- Interactive workshops with practical exercises.
- Real-world case studies and scenario-based learning.
- Tools, templates, and frameworks for immediate application.
- Structured feedback and peer discussions to reinforce skills.

Beyond the Course

Participants will leave equipped to:

- Develop comprehensive stakeholder management plans.
- Create customized engagement and analysis templates.
- Apply advanced techniques in projects, organizational change, and strategic initiatives.
- Build a professional network of peers for ongoing support and knowledge sharing.
- Earn certification in advanced stakeholder management techniques.

