

Strategic Stakeholder Management Essentials Training Course

26 – 30 July 2027
Barcelona (Spain)

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Ref: 321998_180250 **Date:** 26 – 30 July 2027 **Location:** Barcelona (Spain) **Fees:** 5200 GBP

Why This Course

Successful organizations recognize that strong relationships with stakeholders are essential for achieving strategic goals and sustaining long-term success. Whether working with internal teams, clients, regulators, or community partners, professionals must be able to understand stakeholder expectations, communicate effectively, and manage competing interests.

This intensive 5-day program provides participants with the tools and strategies required to manage stakeholders in complex organizational environments. By combining proven frameworks with practical exercises and real-world scenarios, participants will learn how to identify and analyze stakeholders, design effective communication strategies, and build collaborative relationships that support organizational success.

What You'll Learn and Practice

By participating in this program, you will:

- Understand the strategic role of stakeholder management in organizational success.
- Identify, map, and prioritize stakeholders using structured analytical tools.
- Develop communication strategies that effectively engage different stakeholder groups.
- Manage conflicts and negotiate solutions among diverse stakeholders.
- Build trust and long-term relationships with key stakeholders.
- Strengthen decision-making skills to align stakeholder expectations with organizational objectives.

The Program Flow

Day 1: Introduction to Stakeholder Management

- Understanding the concept and strategic importance of stakeholder management.
- Identifying various stakeholder groups and their influence on projects and organizations.
- Exploring the stakeholder lifecycle and its impact on engagement strategies.
- Reviewing key theories and frameworks used in stakeholder management.

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

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) on it, set against a background of concentric circles.

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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.

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