

Mastering Stakeholder Management: 5-Day Intensive Training

12 – 16 July 2027
Barcelona (Spain)

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features a series of concentric, light gray circles that create a sense of depth and focus on the king piece.

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Ref: 322274_193732 **Date:** 12 – 16 July 2027 **Location:** Barcelona (Spain) **Fees:** 5200 GBP

Why This Course

In today's project and organizational environment, stakeholder management is a critical factor in achieving successful outcomes. Projects rarely fail because of technical issues alone. More often, challenges arise from unclear expectations, weak communication, resistance, or unresolved conflicts among the people involved. Effective stakeholder management helps professionals build trust, improve collaboration, and create stronger alignment around shared goals.

This comprehensive 5-day course equips participants with essential skills in stakeholder management. Attendees will learn to identify, analyze, engage, and communicate effectively with stakeholders to drive project success and build lasting relationships. The course combines theoretical knowledge with practical applications, case studies, and interactive exercises.

What You'll Learn and Practice

By joining this program, you will:

- Develop proficiency in stakeholder identification and analysis techniques.
- Master effective communication strategies for diverse stakeholder groups.
- Learn to build and maintain positive stakeholder relationships.
- Acquire skills in managing stakeholder expectations and resolving conflicts.
- Understand how to adapt stakeholder management strategies for different project phases.

The Program Flow

Day 1: Introduction to Stakeholder Management

- Defining stakeholders and their importance in project success.
- Stakeholder identification techniques.
- Stakeholder mapping and analysis.
- Creating a stakeholder register.

Day 2: Stakeholder Communication Strategies

- Developing a stakeholder communication plan.
- Tailoring communication methods for different stakeholders.
- Active listening and feedback techniques.
- Presenting information effectively to stakeholders.

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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 black squares, with a gold king piece in the foreground. The text 'UK Training PARTNER' is overlaid on the image.

Day 3: Building and Maintaining Stakeholder Relationships

- Establishing trust and credibility with stakeholders.
- Negotiation and influencing skills.
- Managing stakeholder expectations.
- Stakeholder engagement throughout the project lifecycle.

Day 4: Conflict Resolution and Problem-Solving

- Identifying and addressing stakeholder conflicts.
- Conflict resolution techniques and strategies.
- Problem-solving approaches for stakeholder issues.
- Managing difficult stakeholders.

Day 5: Advanced Stakeholder Management Techniques

- Stakeholder management in complex and dynamic environments.
- Integrating stakeholder management with risk management.
- Measuring and evaluating stakeholder satisfaction.
- Continuous improvement in stakeholder management practices.

Individual Impact

- Strengthen your ability to identify and analyze stakeholders more effectively.
- Enhance your communication, negotiation, and relationship-building skills.
- Build greater confidence in managing expectations and resolving stakeholder conflicts.
- Gain practical tools for improving engagement across different project phases.

Work Impact

- Improve stakeholder alignment and communication across projects and initiatives.
- Strengthen trust, collaboration, and long-term stakeholder relationships.
- Support better handling of conflicts, expectations, and engagement risks.
- Enhance overall project performance through more effective stakeholder management practices.

Training Methodology

This program integrates practical frameworks, communication techniques, and interactive learning to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on stakeholder engagement and project success.
- Practical exercises in stakeholder mapping, analysis, and communication planning.
- Interactive workshops on negotiation, conflict resolution, and relationship management.
- Group discussions on complex stakeholder scenarios and engagement challenges.
- Frameworks and tools for improving stakeholder management across different environments.

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Beyond the Course

Upon completion, participants will be better equipped to manage stakeholders with greater confidence, structure, and strategic awareness. They will return ready to:

- Identify and engage stakeholders more effectively.
- Communicate with different stakeholder groups more clearly and confidently.
- Resolve conflicts and manage expectations in a more constructive way.
- Apply stakeholder management strategies that support stronger project and organizational outcomes.

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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