

Strategic Stakeholder Engagement

5 – 9 April 2027
Paris (France)

UK Traininig

PARTNER



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Why This Course

In a world of increasing transparency, interdependence, and public scrutiny, the success of any organization depends on its ability to understand, engage, and influence stakeholders effectively.

Stakeholders — whether employees, customers, investors, regulators, or communities — shape the organization's reputation, legitimacy, and long-term success.

The Strategic Stakeholder Engagement program equips participants with the frameworks, analytical tools, and interpersonal skills to build and sustain productive stakeholder relationships.

It integrates strategy, communication, negotiation, and influence — helping professionals move beyond one-way communication to genuine collaboration, trust, and shared value creation.

Through real-world case studies, mapping exercises, and scenario-based strategy design, participants will gain the expertise to manage complexity and drive alignment across multiple stakeholder groups.

What You'll Learn and Practice

By joining this program, you will:

- Understand the strategic role of stakeholder engagement in organizational success.
- Learn to identify, analyze, and prioritize stakeholders based on influence and impact.
- Develop strategies for two-way communication, consultation, and collaboration.
- Build trust through transparency, consistency, and shared value.
- Manage conflict, expectations, and competing interests effectively.
- Strengthen skills in negotiation, diplomacy, and influence.
- Apply global best practices in sustainability, governance, and public affairs engagement.
- Design and implement a stakeholder engagement framework for your organization.

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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 checkered and has concentric circles in the background.

The Program Flow

Day 1: The Foundations of Stakeholder Engagement

- Defining stakeholders and mapping their influence on organizational outcomes.
- The evolution from communication to engagement and co-creation.
- Principles of trust, transparency, and accountability.
- Stakeholder analysis frameworks: power-interest grids and influence mapping.
- Case study: Stakeholder management success in a major public-private partnership.

Day 2: Stakeholder Mapping and Strategy Development

- Identifying internal and external stakeholders — from employees to policymakers.
- Prioritizing engagement efforts based on risk, influence, and opportunity.
- Aligning stakeholder engagement with corporate strategy and values.
- Setting measurable goals and KPIs for engagement initiatives.
- Workshop: Building a stakeholder engagement matrix for a real-world project.

Day 3: Communication, Influence, and Relationship Management

- Crafting tailored communication strategies for diverse stakeholder groups.
- Persuasive communication and influence without authority.
- Managing expectations and delivering difficult messages.
- Building coalitions and strategic alliances for shared objectives.
- Simulation: Managing a multi-stakeholder dialogue on a sensitive issue.

Day 4: Conflict, Negotiation, and Crisis Engagement

- Understanding sources of conflict among stakeholder groups.
- Negotiation strategies for alignment and resolution.
- Communicating during disputes, controversies, and crises.
- Maintaining integrity and credibility under pressure.
- Group exercise: Crisis stakeholder engagement and message coordination.

Day 5: Long-Term Relationship Building and Future Trends

- Sustaining engagement through monitoring, feedback, and transparency.
- Integrating stakeholder engagement into ESG, CSR, and sustainability frameworks.
- Leveraging digital platforms and analytics for engagement tracking.
- Global trends: collaborative governance and stakeholder capitalism.
- Final project: Designing a comprehensive stakeholder engagement strategy for your organization.

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Individual Impact

- Gain strategic insight into stakeholder behavior and influence dynamics.
- Strengthen communication, negotiation, and relationship management skills.
- Build confidence in leading multi-stakeholder engagements with professionalism.
- Learn to transform potential conflict into collaboration and mutual benefit.
- Enhance your credibility as a trusted leader and strategic communicator.

Work Impact

- Improve alignment between organizational goals and stakeholder expectations.
- Strengthen trust, reputation, and transparency with key audiences.
- Reduce risks through proactive engagement and issue anticipation.
- Foster long-term partnerships that support sustainability and innovation.
- Position your organization as a responsible and responsive global player.

Training Methodology

This program combines strategic frameworks, simulations, and real-world applications to ensure both conceptual depth and actionable expertise.

Learning methods include:

- Expert-led case discussions from public, private, and NGO sectors.
- Stakeholder mapping and influence analysis workshops.
- Negotiation and communication role-plays.
- Crisis and conflict management simulations.
- Strategic templates, engagement scorecards, and feedback tools.

Beyond the Course

Upon completion, participants will be equipped to lead and execute stakeholder engagement strategies that build alignment, foster collaboration, and strengthen organizational legitimacy.

Graduates of this program will emerge as strategic engagement leaders — professionals who combine insight, empathy, and influence to drive sustainable relationships and organizational success.

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