



Consulting and Training | Reach New Heights

Course Name

Strategic Stakeholder Engagement and Relationship Management

Sector Name

Management And Leadership

Document Type

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Strategic Stakeholder Engagement and Relationship Management

Course Introduction

Successful organizations rely on strong stakeholder relationships to achieve strategic goals. Leaders must effectively identify, engage, and influence stakeholders who may have different priorities, expectations, and interests.

This **BOOST** program provides managers with a structured approach to stakeholder management, focusing on strategic engagement, influence, and relationship building. Participants will learn how to analyse stakeholder power and influence, manage expectations, address resistance, and build collaborative partnerships that support organizational success.

Through interactive exercises and practical tools, participants will gain the skills needed to manage complex stakeholder environments and lead initiatives that require cross-functional collaboration.

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Strategic Stakeholder Engagement and Relationship Management

Target Audience

- ✓ Managers and senior professionals
- ✓ Project and program managers
- ✓ Business leaders responsible for cross-functional initiatives
- ✓ Professionals responsible for stakeholder engagement
- ✓ Leaders managing complex organizational relationships

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Strategic Stakeholder Engagement and Relationship Management

Learning Objectives

- ✓ Identify and analyze key stakeholders and their expectations.
- ✓ Develop effective stakeholder engagement strategies.
- ✓ Build trust and credibility with internal and external stakeholders.
- ✓ Influence stakeholders without formal authority.
- ✓ Manage conflicting stakeholder interests.
- ✓ Develop communication plans for stakeholder engagement.
- ✓ Strengthen collaboration and alignment across departments.

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Strategic Stakeholder Engagement and Relationship Management

Course Outline

✓ DAY 01

Understanding Stakeholder Dynamics

- ✓ Introduction to stakeholder management
- ✓ The role of stakeholders in organizational success
- ✓ Stakeholder identification and mapping
- ✓ Stakeholder power, influence, and interest analysis
- ✓ Understanding stakeholder expectations and motivations
- ✓ Communication styles and relationship building
- ✓ Practical exercise: Stakeholder mapping workshop

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Course Outline

✓ Day 02

Strategic Stakeholder Engagement

- ✓ Developing stakeholder engagement strategies
- ✓ Influencing stakeholders without authority
- ✓ Building trust and credibility
- ✓ Managing resistance and stakeholder concerns
- ✓ Communication strategies for stakeholder alignment
- ✓ Negotiation techniques in stakeholder management
- ✓ Case study: Managing complex stakeholder relationships

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Course Outline

✓ Day 03

Managing Stakeholder Challenges

- ✓ Managing conflicting stakeholder interests
- ✓ Resolving stakeholder conflicts and disagreements
- ✓ Leading collaboration across departments
- ✓ Stakeholder communication during organizational change
- ✓ Monitoring stakeholder relationships and engagement success
- ✓ Building long-term strategic partnerships
- ✓ Stakeholder engagement action plan

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 10, 2027	May 12, 2027	3 days	3950.00 \$	Turkey , Istanbul
Sept. 6, 2026	Sept. 8, 2026	3 days	3250.00 \$	Oman , Muscat
Nov. 30, 2026	Dec. 2, 2026	3 days	3250.00 \$	UAE , Dubai

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