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Course Name

Stakeholder Management for Data-Driven Engagement and Process

Sector Name

Sales, Marketing and Customer Service

Document Type

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Stakeholder Management for Data-Driven Engagement and Process

Course Introduction

Successful stakeholder management goes beyond basic communication—it requires effective engagement, data-driven insights, and a strategic approach to influencing outcomes.

This course equips professionals with advanced techniques to engage diverse stakeholders, interpret and present complex data clearly, and use insights to streamline business processes. Participants will learn how to communicate with impact, align stakeholder expectations, and leverage analytics to drive decisions and process improvements.

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Stakeholder Management for Data-Driven Engagement and Process

Target Audience

- ✓ Project Managers and Program Managers
- ✓ Strategy and Performance Management Professionals
- ✓ Customer Experience and Relationship Managers

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Learning Objectives

- ✓ Apply advanced communication and engagement techniques for diverse stakeholders.
- ✓ Interpret, analyze, and visualize business data to inform decisions.
- ✓ Translate data insights into actionable recommendations for process improvement.
- ✓ Align stakeholder objectives with organizational goals and business processes.
- ✓ Influence decisions and outcomes through structured, data-driven engagement.
- ✓ Support continuous process optimization through stakeholder collaboration.

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Stakeholder Management for Data-Driven Engagement and Process

Course Outline

✓ DAY 01

Foundations of Stakeholder Management

- ✓ Understanding the role of stakeholders in business and IT initiatives
- ✓ Principles of stakeholder engagement and influence
- ✓ Categorizing stakeholders by interest, influence, and expectations
- ✓ Identifying communication and engagement challenges
- ✓ Aligning stakeholder management with organizational strategy

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Stakeholder Management for Data-Driven Engagement and Process

Course Outline

✓ Day 02

Advanced Communication Techniques for Stakeholders

- ✓ Tailoring communication for different stakeholder groups
- ✓ Building credibility, trust, and influence
- ✓ Active listening, questioning, and feedback strategies
- ✓ Managing conflicts and competing priorities
- ✓ Engaging stakeholders effectively during strategic initiatives

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✓ Day 03

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Course Outline

✓ Day 04

Data Visualization and Insight Communication

- ✓ Principles of effective data visualization for clarity and impact
- ✓ Tools for presenting dashboards, charts, and reports
- ✓ Storytelling with data to influence stakeholder decisions
- ✓ Combining data and narrative to communicate business process insights
- ✓ Ensuring actionable understanding across diverse stakeholder groups

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Course Outline

✓ Day 05

Process Optimization Through Stakeholder Collaboration

- ✓ Using stakeholder insights to identify process inefficiencies
- ✓ Aligning stakeholder expectations with process improvement initiatives
- ✓ Communicating recommendations to drive action and decision-making
- ✓ Sustaining engagement and collaboration for continuous improvement

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 4, 2027	April 8, 2027	5 days	4250.00 \$	KSA , Riyadh
Sept. 27, 2026	Oct. 1, 2026	5 days	2150.00 \$	Virtual , Online

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