MERCURY

Stakeholder Management in Projects: Negotiation, Communication, and Influence

27 September – 1 October 2027
Milan (Italy)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Stakeholder Management in Projects: Negotiation, Communication, and Influence

Ref: 16137_1007874 **Date:** 27 September – 1 October 2027 **Location:** Milan (Italy) **Fees:** 6200 Euro

Introduction:

This Stakeholder Management in Projects: Negotiation, Communication, and Influence training course will focus on the practical and theoretical aspects of negotiation, communication, and influence. Participants will learn how to build ongoing relationships with people to ensure success in all their endeavors, the essential components of engagement, and practical skills in negotiation, communication, and influence.

A stakeholder is an individual who has a vested interest in your organization, department, or project and can influence its direction and outcomes. Stakeholders can be internal or external and may include internal departments, investors, employees, government agencies, customers, suppliers, the community, unions, contractors, or trade associations.

To be effective with stakeholders, you must take the time to develop and build support and influence, whether for a project or a major change initiative. Without people's support, you will fail. Research has shown that project and program management professionals spend a significant amount of time dealing with people-related issues.

Targeted Groups:

- All leaders, managers, and supervisors.
- Technical professionals with limited experience in interpersonal skills.
- Anyone who needs to understand stakeholder engagement.
- Anyone who needs to improve stakeholder management and influence.
- Organizational development staff.
- Project management professionals.
- Project and program managers.
- Human Resources HR specialists.
- Talent management experts.
- Anyone who needs to enhance their negotiation, communication, and influence skills.
- Anyone who finds themselves in need of this course and wishes to develop their skills and expertise.

Training Course Objectives:

By the end of this Stakeholder Management in Projects: Negotiation, Communication, and Influence program, participants will be able to:

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

- Understand critical approaches to stakeholder management.
- Recognize key methods for effective influence.
- Apply communication psychology theory to stakeholder management.
- Analyze appropriate negotiation techniques for each situation.
- Design a strategy to engage stakeholders.

Targeted Competencies:

- How to successfully manage stakeholders.
- Key skills for successful negotiation.
- Methods to eliminate or reduce communication barriers.
- Leading change through the power of relationships.
- Practical approaches to stakeholder engagement.

Course Content:

Unit 1: Fundamentals of Stakeholder Management:

- Introduction to Stakeholder Management.
- Definitions of Key Stakeholder Management.
- Identifying and Analyzing Your Stakeholders.
- 3 Steps for Effective Stakeholder Management.
- Developing Ongoing Business Relationships.

Unit 2: Negotiation Techniques for Collaboration:

- Negotiation Model.
- Creating the Ideal BATNA.
- Introduction to Reframing Techniques.
- Cultural Differences Affecting Negotiation.
- Negotiation Styles, Tactics, and Overcoming Impasses.

Unit 3: Core Communication Skills for Stakeholder Management:

- Understanding the Psychology of Communication.
- The Seven Biggest Barriers to Effective Communication.
- Removing Communication Barriers.
- Why is Listening More Important Than Speaking?
- Emotional Intelligence EI Skills Required for Stakeholder Management.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Unit 4: Influencing Skills:

- Tools of Influence.
- Reciprocity: Give and Take.
- The Importance of Commitment and Consistency.
- How Does Social Proof Influence Behavior?
- Liking, Authority, and Scarcity.

Unit 5: Essential Skills for Stakeholder Management:

- Successfully Managing Stakeholders.
- Managing Effective Stakeholder Meetings.
- Practical People Engagement.
- The Power of Empathy.
- Personal Action Planning.