MERCURY

Building and Managing partnerships with stakeholders

15 – 19 November 2026
Sharm El-Sheikh (Egypt)



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Ref: 15460_1080614 **Date:** 15 – 19 November 2026 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 4500 Euro

Introduction:

A stakeholder is an individual, group, or entity interested in a company because its activities impact them. Every organization, whether in the public or private sector, is affected by stakeholders. Some of these stakeholders are internal, while others are external. This Building and Managing Partnerships With Stakeholders course is designed for higher-priority stakeholders. They must be involved, their expectations understood, and strategies developed, planned, and implemented to acknowledge and address their concerns.

In good governance, all groups of stakeholders must be acknowledged. Stakeholder management requires hard and soft skills and knowledge of people's motivations, cultural norms, and communication styles. It will require the capacity to persuade and negotiate honestly. This Building and Managing Partnerships With Stakeholders course will introduce you to the tools and techniques for engaging and managing stakeholders.

Participants in this Building and Managing Partnerships With Stakeholders training will accomplish their objectives, learn about stakeholder management processes, gain insight into human behavior and how to influence it, analyze and plan their communication strategies, and use principled negotiation and influencing without authority. It will be accomplished through brief theoretical support by numerous interactive exercises and role-plays, allowing them to use their newly acquired skills in a secure learning setting.

Why is Building Partnerships Important?

Building partnerships with stakeholders is crucial for achieving strategic goals, ensuring effective communication, and fostering a collaborative environment. Stakeholder partnerships enhance project outcomes by aligning interests and leveraging the strengths of different groups. This Building and Managing Partnerships With Stakeholders course will delve into the importance of building partnerships and provide participants with the know-how to establish and maintain effective partnerships in the workplace.

Targeted Groups:

- Senior leaders and managers.
- Novice supervisors and managers.
- Competent supervisors and employees, especially those in HR and finance.
- Individuals need to comprehend participant and stakeholder involvement.
- Individuals are taking part in transformational initiatives.
- PMO, project, and program staff.

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Course Objectives:

At the end of this Building and Managing Partnerships With Stakeholders course, the participants will be able to:

- Understand the importance of strategic partnerships in achieving organizational goals.
- Identify key stakeholders and analyze their interests and influence.
- Develop effective communication strategies to engage stakeholders.
- Learn techniques for building trust and mutual respect in partnerships.
- Manage conflicts and resolve disputes in stakeholder relationships.
- Implement strategies for long-term partnership sustainability.
- Measure and evaluate the success of stakeholder partnerships.
- Enhance negotiation skills to align stakeholder objectives with organizational goals.

Targeted Competencies:

Upon the end of this Building and Managing Partnerships With Stakeholders training, the target competencies will:

- Strategic Relationship Management.
- Stakeholder Analysis.
- Communication and Engagement.
- Trust Building and Collaboration.
- Conflict Resolution.
- Negotiation Skills.
- Partnership Sustainability.
- Performance Evaluation and Metrics.

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Course Content:

Unit 1: Describe the processes, important documents, and process flow involved in managing partnerships:

- Describe how to identify and prioritize stakeholders, as well as how to understand their expectations.
- Create and distribute communications that encourage participation from stakeholders.
- Show that you can understand how personality and conduct may be used to manage stakeholder expectations and goals.
- Provide instances of various cultural manifestations and their effects on your stakeholders' outlook.
- Demonstrate how to conduct fruitful agreements utilizing ethical negotiating strategies.

Unit 2: Initial Principles Stakeholder Audience Identification and Definition:

- Overview of managing and engaging stakeholders.
- The procedure for including stakeholders and important documents
- Finding the stakeholders.
- Creating and evaluating stakeholder profiles and producing the stakeholder register.
- Evaluating positive and negative interests.
- Examining the disparity between necessary and current stakeholder perceptions.
- Choosing an Appropriate Stakeholder Management Strategy.

Unit 3: Stakeholder Communication Strategy and Effectiveness Evaluation:

- Preparing communications for stakeholder involvement.
- Determining and communicating the main points.
- Creation of stakeholder communications.
- Organizing and running meetings with stakeholders.
- Addressing the concerns of stakeholders.
- Escalating concerns with stakeholders for high management to resolve.

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Unit 4: Communication Techniques for Stakeholder Management:

- How can empathy be leveraged to manage stakeholder relationships?
- Trust is the foundation for all successful partnerships.
- Distinctions between influence, persuasion, and manipulation.
- How is stakeholder management affected by personality factors?
- How to read behaviors and relate them to personality?
- Techniques for influencing without formal authority.
- Understanding emotional intelligence and its importance in building partnerships.

Unit 5: Negotiating Successfully:

- Background and bargaining environment.
- Reservation areas, potential agreement zones, and the most advantageous alternatives to a negotiated agreement.
- Differences between soft and hard negotiating strategies.
- Normative bargaining, aggressive strategies, and key decisions.
- Protocols and procedures for negotiations.
- Techniques and instruments for negotiation.
- Management and control of a negotiation.

Unit 6: What Culture Does to Stakeholder Engagement and Management:

- Understanding the meaning of culture.
- The culture of a division or business unit.
- Communication with diverse cultural groups.
- Negotiating with diverse cultural groups.
- Review of the course and awarding of the certificate.