MERCURY

Advanced Stakeholder Management

16 – 20 August 2027
Accra (Ghana)



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Introduction

This course focuses on building a structured understanding of stakeholder dynamics in modern organizations. It explores how stakeholder expectations influence strategic decisions and operational outcomes. Participants learn to identify, analyze, and effectively prioritize different stakeholder groups. The program strengthens communication approaches that support alignment and long-term engagement. It highlights practical models used in stakeholder relationship management and governance structures. It builds capability in managing complex stakeholder environments across sectors.

Targeted Groups

This Advanced Stakeholder Management training targets professionals seeking knowledge and skills:

- Project managers handling multi-stakeholder environments and delivery expectations
- Business analysts working on stakeholder requirements and engagement planning
- HR and organizational development teams are managing internal stakeholder relations
- Public sector professionals dealing with governance stakeholders and policy impact
- Consultants supporting client engagement and stakeholder mapping activities
- Program managers coordinating cross-functional stakeholder communication
- Team leaders responsible for stakeholder engagement and decision alignment

Course Objectives

Participants will achieve the following objectives by completing the Advanced Stakeholder Management course:

- Understand stakeholder identification methods and structured approaches to stakeholder analysis.
- Apply stakeholder mapping techniques to classify influence, interest, and impact levels.
- Develop stakeholder engagement plans aligned with organizational and project goals.
- Strengthen stakeholder communication strategy for clarity, trust, and consistency.
- Manage stakeholder expectations through structured reporting and feedback mechanisms.
- Improve stakeholder relationship management across internal and external groups.
- Align stakeholder needs with strategic planning and corporate governance requirements.
- Handle conflicts and resistance using practical stakeholder negotiation approaches.
- Integrate stakeholder engagement effectively into change management processes.

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Targeted Competencies

Participants will gain the following competencies during the Advanced Stakeholder Management program:

- Ability to conduct structured stakeholder analysis and build stakeholder profiles.
- Competence in stakeholder mapping using influence and interest classification models.
- Skills in designing stakeholder engagement frameworks and communication pathways.
- Capability to manage stakeholder expectations across complex organizational settings.
- Proficiency in stakeholder relationship management and trust-building practices.
- Ability to align stakeholders with strategic objectives and governance structures.
- Skills in managing change management stakeholders during transformation initiatives.
- Competence in conflict resolution and negotiation with diverse stakeholder groups.

Studying Scenarios

In this Advanced Stakeholder Management training, participants develop skills through the following scenarios:

- Mapping stakeholders for a large-scale organizational transformation project.
- Designing a stakeholder engagement plan for a multi-department initiative.
- Managing resistance from key stakeholders during digital transformation programs.
- Aligning corporate governance stakeholders with new policy implementation goals.
- Handling conflicting stakeholder expectations in a cross-functional project environment.
- Developing communication strategies for high-impact stakeholder groups.

Course Content

Unit 1: Foundations of Stakeholder Management

- Understanding stakeholder management principles in organizational contexts.
- Defining project stakeholders and their role in decision ecosystems.
- Conducting stakeholder identification using structured assessment techniques.
- Applying stakeholder analysis for influence, power, and interest evaluation.
- Using stakeholder mapping models for categorization and prioritization.
- Introducing a power-interest grid for stakeholder classification accuracy.
- Recognizing stakeholder expectations management in strategic environments.
- Building foundation knowledge for Advanced Stakeholder Management practices.

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Unit 2: Stakeholder Engagement Strategies

- Designing stakeholder engagement frameworks for structured communication.
- Developing a stakeholder engagement plan aligned with project objectives.
- Selecting effective communication channels for stakeholder interaction.
- Building trust through a consistent stakeholder communication strategy.
- Enhancing influence through targeted engagement strategies.
- Managing stakeholder expectations through proactive communication planning.
- Strengthening engagement across internal and external stakeholder groups.

Unit 3: Stakeholder Relationship and Governance

- Establishing stakeholder relationship management systems for long-term value.
- Managing corporate governance stakeholders in regulated environments.
- Creating feedback loops to improve continuous stakeholder interaction.
- Resolving stakeholder conflicts using structured negotiation techniques.
- Aligning stakeholder interests with organizational governance frameworks.
- Improving transparency in stakeholder reporting and communication flow.
- Strengthening accountability across stakeholder engagement processes.

Unit 4: Change Management and Stakeholders

- Understanding change management stakeholders in transformation initiatives.
- Managing resistance from stakeholders during organizational change processes.
- Aligning stakeholder communication strategy with change objectives.
- Supporting stakeholder adoption through structured engagement activities.
- Identifying risks linked to stakeholder resistance and misalignment.
- Enhancing leadership alignment with stakeholder expectations during change.
- Ensuring a smooth transition through continuous stakeholder involvement.

Unit 5: Advanced Strategic Stakeholder Alignment

- Implementing strategic stakeholder alignment for organizational success.
- Using stakeholder analytics for data-driven decision-making processes.
- Applying digital tools for stakeholder engagement, monitoring, and tracking.
- Developing dashboards for stakeholder performance measurement systems.
- Enhancing stakeholder insights through continuous feedback analysis.
- Integrating stakeholder engagement into long-term strategic planning.
- Optimizing stakeholder management for sustainable organizational impact.

Final Insights & Key Takeaways

Effective stakeholder management strengthens organizational alignment and reduces operational risks. Advanced stakeholder practices ensure long-term collaboration, trust, and strategic value creation.