MERCURY

Strategic Management for Stakeholders, Partnerships, and Product Success

4 – 15 January 2027
Madrid (Spain)



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

Strategic Management for Stakeholders, Partnerships, and Product Success

Ref: 15590_316234 **Date:** 4 – 15 January 2027 **Location:** Madrid (Spain) **Fees:** 11100 Euro

Introduction:

This Strategic Management for Stakeholders, Partnerships, and Product Success course provides comprehensive insights and practical techniques for excelling in three critical business areas: Strategy formulation and execution, Product Management, and Stakeholder Engagement. Participants will gain a deep understanding of the concepts, frameworks, and tools necessary to drive organizational success.

This Strategic Management for Stakeholders, Partnerships, and Product Success training course equips participants with the knowledge, skills, and strategies to drive organizational success through effective stakeholder management, strategic partnerships, and product development. By blending theoretical learning with practical exercises and case studies, participants will be empowered to lead strategic initiatives and achieve desired outcomes in their respective roles.

Course Objectives:

At the end of this Strategic Management for Stakeholders, Partnerships, and Product Success course, participants will be able to:

- Understand the importance of stakeholders in organizational success.
- Develop skills in managing stakeholders effectively using stakeholder analysis strategic management strategies.
- Enhance strategic partnership management capabilities to maximize the strategic management of stakeholder relationships.
- Learn product development and management techniques aligned with market needs, emphasizing the strategic role of product management.
- Formulate strategies that can be cascaded to all stakeholder levels for maximum impact, integrating a stakeholder approach to strategic management.
- Improve the ability to implement stakeholder analysis in strategic management to engage various stakeholders effectively.
- Enhance skills in establishing and managing strategic partnerships, focusing on strategic partnership management.
- Deepen understanding of strategic product management, market needs, and strategies for product success.
- Develop the capability to formulate and cascade strategies across stakeholder levels, with a keen awareness of stakeholders' roles in strategic management.

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Targeted Groups:

- Middle to senior-level managers responsible for strategy development, product management, and stakeholder engagement.
- Business development professionals seeking to enhance strategic partnership management skills.
- Product managers, marketers, and project leads are involved in strategic planning and product management development.

Targeted Competencies:

Participants competencies in this Strategic Management for Stakeholders, Partnerships, and Product Success training will:

- Improve the ability to identify and engage stakeholders effectively, focusing on stakeholders in strategic management.
- Enhance skills in establishing and managing strategic partnerships.
- Deepen understanding of market needs and the product life cycle in strategic management for product success.
- Develop the capability to formulate and cascade strategies across all stakeholder levels, incorporating stakeholder analysis.

Course Content:

Unit 1: Understanding Stakeholder Management:

- Introduction to Stakeholder Management.
- Importance of stakeholder management in organizational success.
- Identify key stakeholders and their interests.
- Strategies for effective stakeholder communication and engagement, applying stakeholder approach to strategic management.

Unit 2: Stakeholder Mapping and Analysis:

- Techniques for stakeholder mapping and prioritization.
- Analyze stakeholder power, interest, and influence using stakeholder analysis methods.
- Develop stakeholder engagement plans focusing on strategically managing stakeholders' theory and practice.

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Unit 3: Strategic Partnership Management:

- Strategic Partnerships Fundamentals.
- Understand strategic partnerships and their benefits.
- Types of strategic partnerships and their applications.
- Strategies for identifying and selecting potential partners, considering the relationship between stakeholders and strategic management.

Unit 4: Establishing and Managing Strategic Partnerships:

- Frameworks for structuring partnership agreements.
- Negotiation techniques for partnership success.
- Manage and nurture strategic partnerships for mutual benefit, aligning with strategic management partnership goals.

Unit 5: Product Development and Management:

- Product Management Essentials.
- Overview of the product life cycle and its stages.
- Techniques for gathering market insights and identifying customer needs are key for strategic product management.
- Principles of product-market fit and its importance.

Unit 6: Market Analysis and Risk Assessment:

- Conduct market analysis and competitive research.
- Identify gaps and opportunities in the market.
- Assess risks associated with product development and product management strategic planning.

Unit 7: Strategy Formulation for Product Success:

- Formulate product strategies aligned with market needs.
- Cascade strategies for implementation at all stakeholder levels.
- Develop actionable plans for strategic product management success.

Unit 8: Implementing Strategies and Engaging Stakeholders:

- Work plan Implementation and Monitoring.
- Develop work plans for strategy execution.
- Monitor progress and address challenges.
- Adapt strategies based on feedback and performance metrics.

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Unit 9: Stakeholder Engagement Strategies:

- Techniques for engaging stakeholders throughout the strategy execution process.
- Build trust and manage expectations.
- Resolve conflicts and overcome resistance.

Unit 10: Review and Action Planning:

- Case Study Analysis and Action Planning.
- Review case studies related to stakeholder management, strategic partnerships, and product success.
- Group discussions and sharing of insights.
- Develop action plans for applying learned concepts in participants' organizations.