MERCURY

Strategic Stakeholder Management Essentials Training Course

12 – 16 September 2027
Dubai (UAE)



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Strategic Stakeholder Management Essentials Training Course

Ref: 15892_337085 **Date:** 12 – 16 September 2027 **Location:** Dubai (UAE) **Fees:** 4600 Euro

Introduction:

The Strategic Stakeholder Management Essentials training course provides knowledge and practical tools for effectively identifying, engaging, and managing stakeholders in complex organizational environments. It explores key concepts in stakeholder analysis, communication strategies, and relationship-building techniques, helping professionals navigate the complexities of aligning stakeholder interests with organizational goals.

Participants will learn how to assess stakeholder needs, manage expectations, and develop strategies that foster long-term, mutually beneficial relationships. Whether in project management, corporate strategy, or leadership roles, this Strategic Stakeholder Management Essentials course equips learners with the skills to drive success through effective stakeholder management.

The Strategic Stakeholder Management Essentials Course provides an understanding of stakeholder management and its pivotal role in achieving organizational success. Participants will explore stakeholder management, its definition, key skills, and the process involved. It emphasizes creating an effective stakeholder management plan using advanced tools and strategies to foster productive relationships.

Attendees will learn why stakeholder management is important, its advantages, and how to conduct effective stakeholder analysis in strategic management. Adopting a stakeholder approach to strategic management will enhance their ability to implement strategic stakeholder engagement, synthesis, and management of stakeholder relationships. It equips professionals with the knowledge and practical to develop a stakeholder management strategy, ensuring sustainable collaboration and organizational growth.

Targeted Groups:

- Project Managers.
- Senior Executives and Leaders.
- Business Development Professionals.
- Strategic Planners.
- Communication and Public Relations Specialists.
- Change Management Professionals.
- Corporate Governance and Risk Managers.
- Consultants and Advisors.
- Stakeholder Engagement Professionals.
- Human Resources and Organizational Development Managers.

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Course Objectives:

At the end of this Strategic Stakeholder Management Essentials course, the participants will:

- Understand the principles of stakeholder management and its strategic importance.
- Learn how to identify and map key stakeholders effectively.
- Develop skills to analyze stakeholder needs and influence strategies.
- Master communication techniques for engaging diverse stakeholders.
- Gain insights into managing conflicts and resolving disputes.
- Enhance decision-making capabilities for stakeholder alignment.
- Build long-term, positive relationships with stakeholders.
- Learn to assess and mitigate risks associated with stakeholder management.
- Apply emotional intelligence in stakeholder interactions.
- Strengthen leadership skills in managing stakeholder expectations.

Targeted Competencies:

By the end of this Strategic Stakeholder Management Essentials training, the participant's competencies will:

- Stakeholder Identification and Mapping.
- Stakeholder Analysis and Prioritization.
- Effective Communication Strategies.
- Conflict Resolution and Negotiation.
- Relationship Building and Trust Management.
- Strategic Decision Making.
- Risk Assessment and Management.
- Emotional Intelligence in Stakeholder Interactions.
- Change Management and Influence.
- Leadership in Stakeholder Engagement.

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Course Content:

Unit 1: Introduction to Stakeholder Management:

- Understand the definition and scope of stakeholder management.
- Explore the role of stakeholders in business success.
- Learn the strategic importance of stakeholder engagement.
- Identify different types of stakeholders and their influence.
- Understand the impact of stakeholder management on organizational outcomes.
- Examine the stakeholder life cycle: from identification to engagement.
- Discuss the challenges in stakeholder management and how to overcome them.
- Review key theories and frameworks in stakeholder theory.

Unit 2: Stakeholder Identification and Mapping:

- Learn the process of identifying stakeholders.
- Understand the importance of comprehensive stakeholder mapping.
- Apply techniques to classify stakeholders based on their influence and interest.
- Use tools like power-interest grids to visualize stakeholder priorities.
- Assess internal vs. external stakeholders and their needs.
- Explore stakeholder personas and their impact on strategy.
- Learn how to maintain an up-to-date stakeholder register.
- Analyze the relevance of stakeholders at different project stages.

Unit 3: Stakeholder Analysis and Prioritization:

- Understand the key principles of stakeholder analysis.
- Learn how to assess stakeholder needs, expectations, and potential conflicts.
- Explore methods for prioritizing stakeholders based on power and interest.
- Apply qualitative and quantitative analysis techniques for effective decision-making.
- Examine case studies on successful stakeholder analysis.
- Identify the influence of stakeholders in different organizational contexts.
- Learn how to map stakeholders' motivations and align them with organizational goals.
- Develop tools to measure stakeholder satisfaction and engagement levels.

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Unit 4: Communication and Engagement Strategies:

- Learn how to create tailored communication plans for different stakeholder groups.
- Understand the importance of clear, transparent, and consistent messaging.
- Explore the role of digital platforms in stakeholder engagement.
- Develop listening skills to understand stakeholders' concerns and needs.
- Learn negotiation techniques to build consensus among stakeholders.
- Address challenges in cross-cultural and remote stakeholder communication.
- Examine best practices for regular updates and feedback loops.
- Discuss crisis communication and managing stakeholder concerns during difficult situations.

Unit 5: Managing Conflicts and Building Long-Term Relationships:

- Understand the dynamics of conflict in stakeholder relationships.
- Learn conflict resolution techniques: mediation, negotiation, and arbitration.
- Develop strategies to turn conflicts into opportunities for growth.
- Explore the role of emotional intelligence in conflict management.
- Learn how to build trust and credibility with stakeholders.
- Discuss strategies for maintaining positive relationships over time.
- Understand the importance of regular stakeholder reviews and relationship audits.
- Analyze real-world examples of successful long-term stakeholder engagement.
- Develop skills to align stakeholder goals with organizational objectives for sustained collaboration.