



Strategic Management for Stakeholders, Partnerships, and Product Success

28 Jul - 08 Aug 2024
Kuala Lumpur (Malaysia)



Strategic Management for Stakeholders, Partnerships, and Product Success

Ref.: 15590_316218 **Date:** 28 Jul - 08 Aug 2024 **Location:** Kuala Lumpur (Malaysia) **Fees:** 8000 Euro

Introduction:

This 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.

Course Objectives:

At the end of this course, participants will be able to:

- Understand the importance of stakeholders in organizational success.
- Develop skills in managing stakeholders effectively.
- Enhance strategic partnership management capabilities.
- Learn techniques for product development and management aligned with market needs.
- Formulate strategies that can be cascaded to all stakeholder levels for maximum impact.
- Improve ability to identify and engage stakeholders effectively.
- Enhance skills in establishing and managing strategic partnerships.
- Deepen understanding of market needs and strategies for product success.
- Develop the capability to formulate and cascade strategies across stakeholder levels.

Targeted Groups:

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

Targeted Competencies:

- Improve ability to identify and engage stakeholders effectively.
- Enhance skills in establishing and managing strategic partnerships.
- Deepen understanding of market needs and strategies for product success.
- Develop the capability to formulate and cascade strategies across stakeholder levels.

Course Content:

Unit 1: Understanding Stakeholder Management:

- Intro to Stakeholder Management.
- Importance of stakeholder management in organizational success.
- Identify key stakeholders and their interests.
- Strategies for effective stakeholder communication and engagement.

Unit 2: Stakeholder Mapping and Analysis:

- Techniques for stakeholder mapping and prioritization.
- Analyze stakeholder power, interest, and influence.
- Develop stakeholder engagement plans.

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.

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.

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.
- 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 management.

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 product 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.

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.

Conclusion:

This comprehensive 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.



**Registration form on the :
Strategic Management for Stakeholders, Partnerships, and Product Success**

code: 15590 **From:** 28 Jul - 08 Aug 2024 **Venue:** Kuala Lumpur (Malaysia) **Fees:** 8000 **Euro**

Complete & Mail or fax to Mercury Training Center at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

Company Information

Company Name:

Address:

City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

Payment Method

Please invoice me

Please invoice my company