



Strategic Stakeholder Engagement & Communication Excellence

Duration: 5 Days (approximately 35-40 instructional hours)

Course Goal: To equip experienced project managers, leaders, and communication professionals with advanced frameworks, strategies, tools, and techniques to effectively identify, analyze, plan, and manage stakeholder relationships and communications, fostering collaboration, mitigating resistance, and maximizing support for project and organizational initiatives.

Learning Objectives:

- ❖ Develop a strategic approach to stakeholder identification and analysis, going beyond basic mapping.
- ❖ Master advanced stakeholder analysis techniques (e.g., Salience Model, Influence/Impact Networks, Attitude/Support Mapping).
- ❖ Craft sophisticated Stakeholder Engagement Plans tailored to diverse stakeholder needs and organizational context.
- ❖ Design and implement multi-channel communication strategies that resonate with different stakeholder groups.
- ❖ Excel in advanced communication skills, including active listening, persuasive communication, negotiation, and conflict resolution in stakeholder contexts.
- ❖ Effectively manage difficult stakeholders and navigate complex political landscapes.
- ❖ Facilitate highly effective stakeholder meetings, workshops, and decision-making forums.
- ❖ Measure the effectiveness of stakeholder engagement and communication efforts.
- ❖ Leverage technology and digital tools for enhanced stakeholder engagement.
- ❖ Foster a culture of transparency, trust, and collaboration with stakeholders.

Target Audience:

- Experienced Project Managers, Program Managers, Portfolio Managers.
- Change Managers, Organizational Development Professionals.
- Communication Managers, Public Relations Specialists.



- Business Analysts, Product Managers.
- Team Leaders, Department Heads, and Senior Executives.
- Anyone whose role requires significant interaction and influence with diverse internal and external stakeholders.

Prerequisites:

Solid understanding of fundamental project management or business communication principles. Experience in roles requiring stakeholder interaction. Familiarity with basic stakeholder management concepts.

Teaching Methodology:

Interactive lectures, advanced case studies, role-playing scenarios, group discussions and debates, hands-on workshops (e.g., developing engagement plans, communication matrices), practical exercises in active listening and persuasion, video analysis, and peer coaching.

Materials Provided:

- Comprehensive course workbook with advanced concepts, frameworks, tools, and best practices.
- A toolkit of advanced templates (e.g., Detailed Stakeholder Register, Salience Model worksheet, Engagement Plan, Communication Strategy Canvas, Meeting Facilitation Guide).
- Case study documents reflecting complex stakeholder environments.
- Access to selected online resources, articles, and white papers on stakeholder engagement and communication.
- Certificate of Completion.

Detailed Day-by-Day Curriculum:

Day 1: Foundations of Strategic Stakeholder Engagement

Module 1: The Strategic Imperative of Stakeholder Engagement (Approx. 2 hours)

Module 2: Advanced Stakeholder Identification & Profiling (Approx. 3 hours)

Module 3: Sophisticated Stakeholder Analysis Techniques (Approx. 2.5 hours)



Day 2: Crafting Stakeholder Engagement & Communication Strategies

Module 4: Developing the Strategic Stakeholder Engagement Plan (Approx. 3 hours)

Module 5: Principles of Communication Excellence (Approx. 2 hours)

Module 6: Designing Strategic Communication Plans (Approx. 2.5 hours)

Day 3: Mastering Interpersonal Communication Skills for Engagement

Module 7: Advanced Active Listening & Empathy (Approx. 2.5 hours)

Module 8: Persuasion, Influence, and Negotiation with Stakeholders (Approx. 3 hours)

Module 9: Managing Difficult Stakeholders & Conflict Resolution (Approx. 2 hours)

Day 4: Facilitation, Meeting Management & Digital Engagement

Module 10: Facilitating High-Impact Stakeholder Meetings & Workshops (Approx. 3.5 hours)

Module 11: Communicating with Senior Executives & Boards (Approx. 2 hours)

Module 12: Leveraging Technology & Digital Tools for Stakeholder Engagement (Approx. 2 hours)

Day 5: Measuring Effectiveness, Continuous Improvement & Cultural Impact

Module 13: Measuring the Effectiveness of Stakeholder Engagement & Communication (Approx. 2.5 hours)

Module 14: Fostering a Culture of Stakeholder-Centricity (Approx. 2.5 hours)

Module 15: Capstone: Integrating Strategies for a Complex Scenario (Approx. 1.5 hours)

Module 16: Course Review, Action Planning & Wrap-up (Approx. 1 hour)

Review of key advanced concepts and strategies.

- ❖ Open Q&A.
- ❖ Action planning: Identifying specific actions to improve stakeholder engagement and communication in their own roles/organizations.

- ❖ Course evaluation.

Important Notes for this Advanced Course

- **Highly Interactive:** This course thrives on participant interaction, sharing of experiences, and robust discussions.
- **Real-World Relevance:** Case studies and scenarios should be realistic and challenging, reflecting complex stakeholder dynamics.
- **Facilitator Expertise:** The instructor must be highly experienced in strategic stakeholder engagement, communication, and facilitation, with excellent interpersonal skills.
- **Safe Learning Environment:** Encourage participants to share challenges and practice new skills in a supportive atmosphere.
- **Focus on "Strategic":** Constantly link tactical activities back to overall strategic objectives for stakeholder engagement.
- This curriculum is designed to provide a transformative learning experience, moving participants from basic stakeholder management to strategic engagement and communication mastery.

