

Workshop in The Art of Stakeholders Management Effectively

19 – 30 April 2027
Berlin (Germany)

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Introduction

Stakeholder management is one of the most essential components in the success of any project or organizational change initiative. Stakeholders are individuals or groups who have an interest, influence, or investment in the outcomes of your work. Without proper stakeholder engagement and support, even the strongest project plans can fail. This is why understanding what stakeholder management is, why it matters, and how to apply an effective stakeholder management strategy is fundamental to sustainable project success.

Research consistently shows that professionals in project and program management spend more time dealing with people, expectations, and conflicts than they do on technical tasks. This demonstrates the critical importance of mastering stakeholder management skills, effective communication, negotiation, influence, and relationship-building.

This comprehensive course blends theoretical foundations with practical, actionable techniques. Participants will learn the stakeholder management definition, understand the meaning of stakeholder management, and explore how to identify stakeholders, analyze their interests, build trust, manage involvement, and handle conflicts. The program focuses on effective stakeholder management, enabling participants to manage both internal and external stakeholders at every stage of a project.

Through advanced communication methods, negotiation techniques, influence psychology, evaluation frameworks, and long-term relationship strategies, this course equips you with everything you need to enhance your ability to lead people, manage expectations, and drive successful outcomes.

Course Objectives

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

- Understand stakeholder interests and learn what stakeholder management means, including definitions, concepts, and the full process of stakeholder management.
- Differentiate between influence, persuasion, and negotiation, and know when and how to use each effectively.
- Develop a complete and structured stakeholder management plan aligned with the project lifecycle.
- Use evaluation matrices to measure the effectiveness of stakeholder engagement activities.
- Integrate stakeholder management into the project charter to ensure alignment with overall project goals.
- Utilize the change control process to continuously adapt and manage evolving stakeholder expectations.
- Build trust and create long-term, positive relationships with stakeholders.
- Manage conflicts through persuasion, negotiation, and evidence-based communication.

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- Apply the core principles of stakeholder management in different project scenarios.
- Understand why stakeholder management is important and how it drives better project outcomes.

Course Outlines

Day 1: Foundations of Stakeholder Management and Effective Communication

- Introduction to stakeholder management and its importance in project environments.
- Understanding communication psychology and human behavior.
- The seven major barriers to communication—and how to overcome them.
- Why listening is a more powerful stakeholder engagement tool than speaking.
- Introduction to the process of stakeholder management and key concepts.

Day 2: Advanced Stakeholder Communication and Management Strategies

- Developing a structured stakeholder communication plan.
- Emotional intelligence skills are essential for effective stakeholder management.
- Adjusting communication styles using the five-spoke communication model.
- Influencing stakeholders through psychology, strategic messaging, and behavioral insights.
- Strengthening global stakeholder management capabilities.

Day 3: Key Concepts in Stakeholder Management

- A detailed review of major definitions in stakeholder management.
- Identifying stakeholders and classifying them according to power, interest, and influence.
- Conducting project management stakeholder analysis using analytical tools.
- A three-step approach to managing stakeholders effectively.
- Anticipating likely stakeholder needs based on project context.

Day 4: Building and Sustaining Stakeholder Relationships

- Developing long-term business relationships with stakeholders.
- Using powerful tools for identifying and prioritizing stakeholders.
- Managing stakeholder expectations through transparency and structured communication.
- Mastering persuasion and influence skills for improved cooperation.
- Enhancing your ability to perform good stakeholder management in complex environments.

Day 5: Advanced Influencing Techniques and Communication Strategies

- Tools of influence and how to apply them ethically.
- Neuroscience-based communication and its impact on stakeholder engagement.
- Reciprocity and relationship-building: the science of “give and take.”
- Using influence models to support project progress and stakeholder alignment.

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground on the right, with a silver pawn and a silver knight behind it. The board is checkered and has a subtle grid pattern.

Day 6: The Psychology of Influence in Stakeholder Engagement

- The importance of commitment and consistency in stakeholder behavior.
- How social proof drives decision-making.
- Using liking, authority, and scarcity to strengthen influence.
- Applying psychological principles to improve stakeholder engagement.

Day 7: Negotiation Skills and Strategies

- Understanding the core negotiation model for project scenarios.
- Assessing negotiation styles and adapting your approach.
- Creating a strong “best alternative to an agreement” to support negotiation.
- Introduction to reframing techniques to change perspectives during discussions.

Day 8: Advanced Negotiation Techniques and Strategies

- Overcoming negotiation deadlocks with proven strategies.
- Building personal strengths and enhancing your negotiation skill set.
- Applying advanced negotiation tools, including modes, options, and planning frameworks.
- Planning and managing staged or long-term negotiations with multiple stakeholders.

Day 9: Principles and Practices of Effective Stakeholder Engagement

- The ten key principles of effective stakeholder management.
- Successfully managing different types of stakeholders throughout the project lifecycle.
- The role of agile approaches in stakeholder engagement.
- Practical strategies for effective people engagement and long-term cooperation.

Day 10: Enhancing Stakeholder Engagement through Empathy and Effective Communication

- The power of empathy in building trust and long-lasting stakeholder relationships.
- Running effective stakeholder meetings and maintaining accurate documentation.
- Managing virtual stakeholder meetings effectively.
- Strengthening trust with remote stakeholders.
- Applying lessons learned and gathering stakeholder feedback to improve future activities.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. The board is checkered, and there are concentric circles in the background.

Why Attend This Course: Wins & Losses!

- **Improve Your Stakeholder Management Skills:** Build advanced capabilities that significantly increase project success rates.
- **Understand the Importance of Stakeholder Management:** Learn why stakeholder engagement is essential for delivering positive outcomes.
- **Learn How to Manage Stakeholders Globally:** Gain tools for managing diverse stakeholders in multinational contexts.
- **Master Effective Stakeholder Management Techniques:** Apply proven tools for analysis, persuasion, negotiation, and communication.
- **Build Strong and Lasting Partnerships:** Learn how to create productive relationships with both internal and external stakeholders.

Conclusion

Stakeholder management is not just a supporting function—it is a core success factor in every project. This course provides a complete understanding of stakeholder management meaning, practical methods for how to manage stakeholders, and detailed guidance on how to do stakeholder management effectively. Participants will leave with the tools, strategies, and confidence needed to engage stakeholders, influence decisions, resolve conflicts, and build enduring professional relationships.

Whether you want to strengthen your skills, improve your stakeholder management plan, or learn advanced techniques for managing people, this course offers everything you need to succeed. By mastering communication, negotiation, and influence, you will be equipped to lead stakeholders toward meaningful and sustainable project outcomes.

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