BLACKBIRD FOR TRAINING

Strategic Stakeholder Engagement for Procurement Professionals

21 – 25 June 2027
Geneva (Switzerland)



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Introduction

This course is designed for procurement professionals who aim to enhance their stakeholder engagement strategies. Participants will learn how to build strong, lasting relationships with key stakeholders through effective communication and collaboration. The course covers how to identify key stakeholders, develop strategies to engage them and align procurement objectives with organizational goals. By the end of the course, participants will be equipped with the tools to engage stakeholders strategically, ensuring smooth procurement processes and long-term success in procurement.

Course Objectives

- Learn how to identify and prioritize key stakeholders in procurement processes.
- Develop effective communication strategies to engage stakeholders at all levels.
- Understand how to align procurement goals with broader organizational objectives.
- Gain skills in managing stakeholder expectations and building trust.
- Learn techniques for negotiating and resolving conflicts with stakeholders.
- Build long-term, value-driven relationships with internal and external stakeholders.
- Understand the role of stakeholder engagement in driving procurement success.
- Master tools and strategies for engaging stakeholders throughout the procurement lifecycle.
- Learn how to assess and measure the impact of stakeholder engagement on procurement outcomes.
- Build strategies for fostering collaboration between procurement teams and stakeholders.

Course Outlines

Day 1: Introduction to Stakeholder Engagement in Procurement

- Understand the role of stakeholder engagement in the procurement process.
- Identify key stakeholders involved in procurement internal and external.
- Learn how to map and prioritize stakeholders based on their influence and interest.
- Explore the impact of strong stakeholder engagement on procurement outcomes.
- Understand the challenges faced in stakeholder engagement and how to overcome them.
- Learn how effective communication contributes to successful stakeholder relationships.



Day 2: Communication Strategies for Effective Stakeholder Engagement

- Learn how to develop tailored communication strategies for different stakeholders.
- Understand the importance of clear, consistent, and transparent communication.
- Explore various communication channels and methods for engaging stakeholders.
- Learn how to manage and mitigate communication barriers in procurement.
- Develop skills to communicate procurement goals, objectives, and progress effectively.
- Practice active listening and feedback techniques to improve engagement.

Day 3: Aligning Procurement Goals with Organizational Objectives

- Understand how to align procurement strategies with overall organizational goals.
- Learn how stakeholder needs and expectations can shape procurement objectives.
- Explore the role of procurement in supporting broader business strategies.
- Develop techniques for balancing stakeholder interests while achieving procurement goals.
- Learn how to ensure stakeholder buy-in by demonstrating the value of procurement decisions.
- Understand how to foster collaboration between procurement and other departments.

Day 4: Managing Stakeholder Expectations and Building Trust

- Learn how to set clear expectations with stakeholders early in the procurement process.
- Understand how to manage conflicting stakeholder priorities and concerns.
- Develop strategies for building trust with stakeholders through transparency and consistency.
- Learn techniques for addressing stakeholder concerns and resolving conflicts.
- Explore ways to maintain strong relationships with stakeholders throughout the procurement lifecycle.
- Understand the importance of follow-up and continuous engagement in maintaining trust.

Day 5: Measuring and Sustaining Stakeholder Engagement

- Learn how to assess the effectiveness of stakeholder engagement strategies.
- Develop methods for measuring stakeholder satisfaction and engagement outcomes.
- Explore how to use stakeholder feedback to improve procurement processes.
- Learn how to sustain long-term relationships with stakeholders beyond individual projects.
- Understand the importance of continuous improvement in stakeholder engagement practices.
- Build an action plan to integrate strategic stakeholder engagement into future procurement activities.



Why Attend This Course: Wins & Losses!

- Learn how to build strong, lasting relationships with key stakeholders.
- Gain insights into aligning procurement goals with broader organizational objectives.
- Master communication strategies to effectively manage stakeholder expectations.
- Enhance your negotiation skills to resolve conflicts and achieve win-win outcomes.
- Learn how to drive collaboration between procurement teams and stakeholders.
- Improve procurement outcomes through better stakeholder alignment and engagement.
- Learn strategies for managing diverse stakeholder interests throughout the procurement lifecycle.
- Develop skills to influence and motivate stakeholders for smoother procurement processes.
- Understand the importance of stakeholder engagement in achieving procurement success.
- Build strategies for creating value-driven relationships that foster long-term success.

Conclusion

The "Strategic Stakeholder Engagement for Procurement Professionals" course equips you with the skills and strategies to engage stakeholders effectively. From identifying key stakeholders to managing expectations and fostering collaboration, participants will gain a comprehensive understanding of how to drive procurement success through strategic stakeholder engagement.

Sign up now to enhance your stakeholder engagement capabilities and achieve long-term success in procurement.

