Strategic Stakeholder Management and Influence

28 December 2026 – 1 January 2027
Lyon (France)



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Introduction

Effective stakeholder management is a cornerstone of organizational success. Strategic stakeholder management requires building strong relationships, fostering trust, and positively influencing decisions. The ability to manage stakeholders effectively is critical for achieving organizational goals and ensuring continued support for projects.

The Strategic Stakeholder Management and Influence course is designed to equip leaders with practical skills to identify, engage, and manage stakeholders effectively. This course will help you develop strategies to foster collaboration, resolve conflicts, and gain stakeholder support to drive organizational success.

Course Objectives

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

- Understand the importance of stakeholder management in achieving organizational success.
- Learn how to identify and analyze key stakeholders and their influence.
- Develop strategies to engage stakeholders and build strong relationships.
- Master techniques to resolve conflicts with stakeholders effectively.
- Enhance communication skills to align stakeholder expectations with organizational goals.
- Build trust and credibility with diverse stakeholder groups.
- Foster collaboration and teamwork across stakeholder networks.
- Develop influence strategies to gain stakeholder support for initiatives.
- Learn how to manage challenging stakeholders with professionalism.
- Create actionable plans for sustainable stakeholder engagement and relationship management.

Course Outlines

Day 1: Foundations of Strategic Stakeholder Management

- Understand the role of stakeholders in achieving organizational success.
- Learn how to identify and categorize key stakeholders.
- Analyze stakeholder influence, interests, and expectations.
- Assess the impact of stakeholder relationships on project outcomes.



Day 2: Building Trust and Stakeholder Engagement

- Learn strategies to build trust and credibility with stakeholders.
- Explore techniques for effective stakeholder engagement.
- Develop personalized approaches to address stakeholder needs.
- Practice active listening and empathy to strengthen relationships.

Day 3: Communication and Stakeholder Alignment

- Master effective communication techniques for different stakeholder groups.
- Learn how to manage stakeholder expectations through clear messaging.
- Develop strategies to align stakeholder goals with organizational objectives.
- Practice delivering key messages to gain stakeholder buy-in.

Day 4: Managing Stakeholder Conflicts

- Identify common sources of stakeholder conflicts.
- Learn conflict resolution techniques to address disagreements effectively.
- Practice negotiation skills to achieve win-win outcomes.
- Explore real-world case studies of successful conflict management.

Day 5: Influence and Sustainable Stakeholder Management

- Develop strategic influence strategies to gain stakeholder support for initiatives.
- Learn how to manage challenging stakeholders with professionalism.
- Create a sustainable plan for ongoing stakeholder engagement.
- Reflect on key learnings and build an action plan to apply in real-world scenarios.

Why Attend This Course: Wins & Losses!

- Learn how to build strong and sustainable relationships with stakeholders.
- Gain the ability to influence decisions and gain stakeholder support effectively.
- Improve your ability to manage and resolve stakeholder conflicts.
- Build trust and credibility with diverse stakeholder groups.
- Enhance communication strategies to align expectations and drive collaboration.
- Create actionable plans to manage stakeholders confidently in complex environments.

Conclusion

The Strategic Stakeholder Management and Influence course is an essential tool for leaders looking to strengthen relationships with stakeholders and positively impact decision-making. By focusing on trust-building, conflict resolution, and influence strategies, this course provides the necessary skills to ensure success in managing stakeholder relationships.



Enroll now to enhance your stakeholder management skills and amplify your leadership impact to drive organizational success!

