

Building Strategic Stakeholder Relationships

Lyon (France)

21 - 25 April 2025

UK Training

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Building Strategic Stakeholder Relationships

Code: LM28 From: 21 - 25 April 2025 City: Lyon (France) Fees: 4200 Pound

Introduction

This course is designed to help professionals build and sustain strong, strategic relationships with key stakeholders in their projects or organizations. Participants will learn how to identify key stakeholders, understand their needs and expectations, and develop effective communication strategies to engage them. The course will also focus on how to build trust, resolve conflicts constructively, and align stakeholder interests with organizational goals. By the end of the course, participants will be equipped with the skills to manage these strategic relationships effectively and sustainably.

Course Objectives

- Learn how to identify and prioritize key stakeholders based on their influence.
- Develop strategies to build trust and credibility with stakeholders.
- Learn how to communicate effectively to engage stakeholders consistently.
- Understand how to manage and align stakeholder expectations with organizational objectives.
- Gain skills in managing conflicts and resolving issues constructively.
- Learn how to create long-term, value-driven relationships with internal and external stakeholders.
- Understand how to measure the success of stakeholder engagement strategies.
- Build strategies for ensuring the sustainability of stakeholder relationships.

Course Outlines

Day 1: Introduction to Stakeholder Engagement and Relationship Building

- Understand the importance of stakeholder relationships in achieving organizational goals.
- Learn how to identify and classify key stakeholders.
- Explore stakeholder mapping and how to assess their influence and interest.
- Understand the benefits of effective stakeholder engagement.
- Learn strategies for engaging with different types of stakeholders.

Day 2: Building Trust and Credibility with Stakeholders

- Learn the principles of trust-building in relationships.
- Develop strategies to establish credibility with stakeholders.
- Understand the role of transparency and integrity in building trust.
- Learn how to handle difficult conversations and sensitive topics.
- Develop techniques to maintain trust over time.

Day 3: Effective Communication and Alignment with Stakeholders

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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- Learn how to develop clear, compelling messages for stakeholders.
- Understand how to align stakeholder expectations with organizational goals.
- Master the art of active listening and responding to concerns.
- Learn how to manage and mitigate communication barriers.
- Develop strategies for effective feedback and ensuring mutual understanding.

Day 4: Managing Conflicts and Negotiating with Stakeholders

- Learn how to identify and address potential conflicts.
- Explore techniques for conflict resolution and finding win-win solutions.
- Learn negotiation strategies to balance competing interests.
- Understand how to build consensus and foster collaboration.
- Develop techniques to manage resistance and objections.

Day 5: Sustaining and Evaluating Stakeholder Relationships

- Learn how to build long-term, sustainable relationships with stakeholders.
- Develop strategies for ongoing engagement and communication.
- Understand how to measure the success of stakeholder engagement efforts.
- Learn how to gather feedback and make improvements.
- Develop an action plan for future stakeholder engagement activities.

Why Attend This Course: Wins & Losses!

- Learn how to build lasting, value-driven relationships with key stakeholders.
- Gain strategies to improve communication and maintain consistent engagement.
- Develop skills in aligning stakeholder expectations with organizational goals.
- Learn conflict resolution techniques to maintain healthy relationships.
- Understand how to measure the success of your stakeholder engagement strategies.
- Master negotiation techniques to handle challenging situations with stakeholders.
- Learn how to foster collaboration and build trust over time.
- Enhance your ability to leverage stakeholder relationships for long-term success.

Conclusion

The "Building Strategic Stakeholder Relationships" course provides you with the essential tools and strategies to engage and manage stakeholders effectively. From identifying key stakeholders and developing communication strategies to resolving conflicts and maintaining trust, this course equips you with the skills to create and sustain strong, productive relationships.

Enroll now to enhance your stakeholder engagement and build relationships that contribute to your success.

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