BLACKBIRD FOR TRAINING

Stakeholder Management

21 – 25 December 2026
Amsterdam (Netherlands)



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Introduction

Stakeholder management is one of the most critical leadership and strategic skills required by executives and team leaders across public and private sector organizations.
In today's dynamic and ever-changing business environment, project success and organizational alignment rely heavily on the ability to effectively engage and communicate with diverse stakeholders.
This course is designed for professionals across all levels—from early- and mid-career employees who want to build essential communication and collaboration skills, to senior and middle managers seeking to craft comprehensive strategies to engage stakeholders and align interests.
Whether you're in the oil and gas sector, financial services, telecommunications, or even the public sector, you'll find that mastering stakeholder management is essential to fostering collaboration and achieving organizational goals.
This program will equip you with a comprehensive understanding of stakeholders' roles and provide you with practical tools and innovative techniques to manage them effectively.
Ultimately, you'll be able to strengthen institutional performance and balance the interests of diverse stakeholders, ensuring project sustainability and organizational success.

Course Objectives

- Understand the core concepts and importance of stakeholder management in today's workplace.
- Analyze different stakeholder types and their roles in project success.
- Apply effective strategies for engaging and communicating with stakeholders.
- Evaluate risks and opportunities in managing stakeholder relationships.
- Develop skills to build trust and maintain positive relationships.
- Utilize practical tools and techniques to create stakeholder maps.
- Manage potential conflicts and find creative solutions that satisfy all parties.
- Strengthen strategic decision-making by considering the needs of all stakeholders.

Course Outlines

Day 1: Introduction to Stakeholder Management and Their Role in Business

- Explain the concept of stakeholder management and its significance.
- Identify the main categories of internal and external stakeholders.
- Discuss the link between stakeholder management and organizational success.
- Provide practical examples from various sectors highlighting the importance of stakeholder relationships.
- Analyze common challenges in managing diverse stakeholders.
- Lay the groundwork for understanding how to align stakeholder expectations.



Day 2: Stakeholder Classification and Analysis of Their Needs and Expectations

- Learn about stakeholder classification based on influence and importance.
- Use tools like Mendelow's Matrix for effective stakeholder analysis.
- Explore stakeholders' needs and expectations in depth.
- Evaluate the impact of different stakeholders on project outcomes.
- Create a comprehensive stakeholder map.
- Work through case studies to apply key concepts in real-world contexts.

Day 3: Strategies for Building Effective Stakeholder Relationships

- Review best practices for building mutual trust and credibility.
- Discuss techniques for effective communication and negotiation.
- Learn how to involve stakeholders in decision-making processes.
- Explore tools to measure and assess communication effectiveness.
- Handle conflicting stakeholder interests with skill.
- Develop an integrated stakeholder communication plan.

Day 4: Tools and Techniques for Stakeholder Management in Projects

- Discover digital tools to track and analyze stakeholder interactions.
- Explore templates and surveys to assess stakeholder engagement.
- Examine how technology can enhance stakeholder management efforts.
- Study methods for addressing conflicts constructively.
- Participate in group exercises to practice stakeholder mapping and management.
- Exchange insights and experiences with trainers and peers to deepen understanding.

Day 5: Final Evaluation and Action Planning for Future Success

- Summarize key concepts and tools learned throughout the course.
- Work through an advanced case study to analyze stakeholder relationships in depth.
- Discuss the final evaluation process to assess knowledge and progress.
- Present templates for building a personal stakeholder management action plan.
- Provide practical tips to enhance on-the-job performance.
- Identify the next steps to implement new skills in your actual work environment.



Why Attend This Course: Wins & Losses!

- Gain a practical and comprehensive understanding of stakeholder management.
- Enhance your communication skills to build stronger professional relationships.
- Improve your ability to build trust and achieve positive outcomes.
- Expand your professional network through interactive discussions and activities.
- Learn to navigate conflicts and find balanced, creative solutions.
- Earn a recognized certificate that strengthens your career profile.
- Boost your strategic decision-making capabilities by considering multiple perspectives.
- Elevate your organization's performance through effective stakeholder engagement.

Conclusion

Stakeholder management is a critical skill for any professional or leader aiming to drive organizational excellence and sustainability.

Through this course, you'll gain the tools and techniques you need to understand, prioritize, and manage stakeholder needs effectively.

These skills will help you create a balanced work environment that adapts to change and achieves project success.Ultimately, you'll be well-equipped to build stronger relationships and foster collaboration, ensuring your organization's long-term growth and reputation.

