BLACKBIRD FOR TRAINING

Project Stakeholder Influencing and Negotiation Skills

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Amsterdam (Netherlands)

UK Traininig
PARTNER



Project Stakeholder Influencing and Negotiation Skills

Ref: 32100_292473 **Date:** 16 – 20 November 2026 **Location:** Amsterdam (Netherlands) **Fees:** 5900 GBP

Project stakeholder influencing and negotiation skills are the abilities a project leader uses to identify who can affect a project, win their support through communication and persuasion, and reach workable agreements when interests conflict. This one-week course is for project managers and team leaders, and its final deliverable is a stakeholder engagement and negotiation plan for a live or case project.

Introduction

Three models frame the course. Cialdini's principles of influence reciprocity, commitment and consistency, social proof, liking, authority and scarcity explain why people agree to requests. The Coleman Raider bare-bones model structures a negotiation from preparation to agreement. BATNA, the best alternative to a negotiated agreement, defines when to walk away. The level is practitioner: delegates already lead project work and want sharper influencing and negotiating. Teaching uses stakeholder mapping exercises, style assessments and negotiation role plays based on construction, IT and public service projects.

Course Objectives

- Define a project's stakeholders and apply analysis tools to rank them by power, interest and expected attitude
- Distinguish influence, persuasion and negotiation and select the approach that fits each stakeholder situation
- Apply active listening, emotional intelligence and a communication plan to build trust with sponsors and users
- Compare Cialdini's principles of influence and choose ethical ways to use them to secure project support
- Justify a negotiation position by preparing a BATNA and structuring talks with the Coleman Raider model
- Interpret engagement feedback and lessons learned to adjust the stakeholder plan during the project lifecycle



Target Audience

- Project managers running cross-functional projects who must decide which stakeholders need personal attention
- Team leaders and workstream leads who must judge how to win cooperation from people outside their authority
- Portfolio and PMO coordinators who must choose communication channels and frequency for each stakeholder group
- Change and business analysts gathering requirements who must assess how to handle conflicting stakeholder demands
- Technical and engineering leads negotiating scope, resources or deadlines who must select when to concede and when to hold

Course Outline

Day 1: Mapping Project Stakeholders

- Stakeholder Definitions in Projects: Internal and External Parties with Interest or Influence
- Power vs Interest Grid: Categorising Stakeholders to Prioritise Engagement Effort
- Stakeholder Analysis Tools: Registers, Participation Procedures and an Engagement Evaluation Matrix
- Three-Step Stakeholder Management Approach: Identifying, Analysing and Engaging in Sequence
- Anticipating Needs and Expectations: Forecasting Concerns Before They Become Objections

Day 2: Communication That Builds Trust

- Talking vs Listening: Why Active Listening Builds Stakeholder Trust More Quickly
- Psychology of Communication and Seven Barriers: Removing Blocks to Clear Messages
- Emotional Intelligence and Empathy: Reading and Managing Emotions in Project Relationships
- Five-Spoke Model for Contact Methods: Matching Channels to Each Stakeholder Group
- Stakeholder Communication Plan: Messages, Frequency, Owners and Long-Term Relationship Building

Day 3: Influence and Persuasion

- Influence vs Persuasion vs Negotiation: Three Related Skills with Different Purposes
- Power and Influence Dynamics: Positional, Expert and Relational Sources of Leverage
- Reciprocity, Commitment and Consistency: Cialdini's First Principles Applied to Project Support
- Social Proof, Liking, Authority and Scarcity: Shaping Stakeholder Decisions Ethically
- Neuroscience of Communication: How the Brain Processes Requests and Messages



Day 4: Negotiating Project Agreements

- Coleman Raider Bare-Bones Model: Structuring a Negotiation from Preparation to Agreement
- Negotiation Styles Assessment: Identifying Personal Strengths and Blind Spots at the Table
- BATNA vs Bottom Line: Preparing a Walk-Away Alternative Instead of a Fixed Limit
- Reframing and Breaking Deadlock: Moving Stalled Discussions Towards Workable Options
- Cultural Differences in Negotiation: Adjusting Style for Mixed Project Teams and Partners

Day 5: Stakeholder Engagement and Negotiation Practice

- Agile vs Traditional Engagement: Frequent Collaboration Compared with Milestone Reviews
- Ten Principles of Stakeholder Engagement: Keeping Stakeholders Informed Across the Lifecycle
- Effective Stakeholder Meetings: Running In-Person and Virtual Sessions and Building Trust Remotely
- Negotiation Role Play: Applying Mapping, Influence Principles and BATNA to a Case
- Stakeholder Engagement and Negotiation Plan: Completing It with Lessons Learned and Feedback

Skills You Will Gain

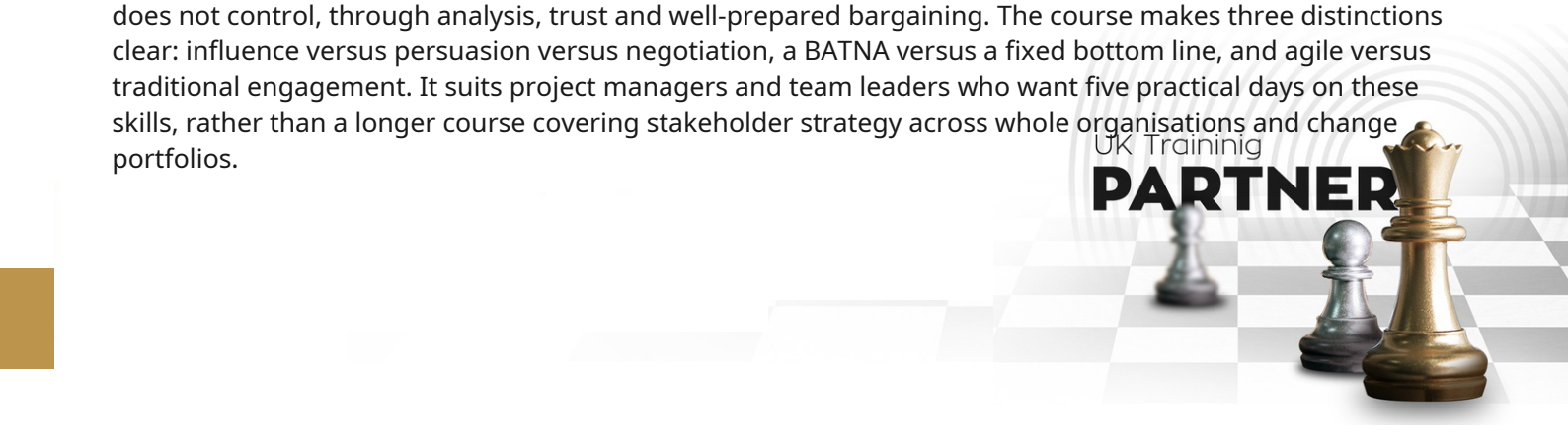
- Stakeholder Mapping
- Power and Interest Analysis
- Active Listening
- Communication Planning
- Ethical Persuasion
- BATNA Preparation
- Deadlock Reframing
- Virtual Stakeholder Engagement

Why Attend This Course

- From treating every stakeholder the same way to focusing effort where power and interest are highest
- From pushing project updates out to listening first and planning messages for each group
- From conceding under deadline pressure to entering talks with a prepared BATNA and a clear structure
- From informal relationship habits to a stakeholder engagement and negotiation plan ready to use on a project

Conclusion

Influencing and negotiating with project stakeholders means gaining support from people a project leader does not control, through analysis, trust and well-prepared bargaining. The course makes three distinctions clear: influence versus persuasion versus negotiation, a BATNA versus a fixed bottom line, and agile versus traditional engagement. It suits project managers and team leaders who want five practical days on these skills, rather than a longer course covering stakeholder strategy across whole organisations and change portfolios.



Course FAQs

What are project stakeholder influencing and negotiation skills?

They are the skills of mapping who can affect a project, communicating so that those people trust the project team, persuading them to support decisions, and negotiating agreements on scope, resources and timing when interests differ.

What is the difference between influence and negotiation in project stakeholder management?

Influence changes how a stakeholder thinks or acts without a formal exchange, often through trust, credibility or shared goals. Negotiation is an explicit exchange in which both sides trade concessions to reach an agreement.

Which models does project stakeholder negotiation training follow?

The course uses Cialdini's principles of influence, the Coleman Raider bare-bones model for structuring negotiations, and BATNA for preparing a walk-away alternative, alongside the power and interest grid for stakeholder mapping.

Is project stakeholder influencing training suitable for a technical team lead?

Yes. Technical leads often negotiate scope, resources and deadlines with people outside their authority, and the sessions on listening, influence principles and negotiation structure apply directly to those conversations.

What do delegates produce in project stakeholder influencing and negotiation training?

Delegates produce a stakeholder engagement and negotiation plan for a live or case project, containing a stakeholder map, communication plan, influence approach for key individuals and a prepared BATNA.

