BLACKBIRD FOR TRAINING

Building Strategic Stakeholder Relationships

30 November – 4 December 2026
Lyon (France)



Building Strategic Stakeholder Relationships

Ref: 3254711_318774 **Date:** 30 November – 4 December 2026 **Location:** Lyon (France) **Fees:** 5200 GBP

Introduction

This course is designed to help professionals build and sustain strong, strategic stakeholder relationships 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 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, ensuring long-term success for both the organization and its stakeholders.

Course Objectives

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

- Learn how to identify and prioritize key stakeholders based on their influence and needs.
- Develop strategies for building positive stakeholder relationships and establishing trust.
- Learn how to communicate effectively and 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 develop long-term, value-driven stakeholder relationships with both internal and external stakeholders.
- Understand how to measure the success of stakeholder relationships and stakeholder engagement strategies.
- Build strategies for ensuring the sustainability of stakeholder relationships over time.

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 based on their influence and interests.
- Explore the stakeholder relationships definition and how to assess their influence and interest.
- Understand the benefits of effective stakeholder relationships for organizational success.
- Learn strategies for engaging with different types of stakeholders and aligning their expectations.



Day 2: Building Trust and Credibility with Stakeholders

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

Day 3: Effective Communication and Alignment with Stakeholders

- Learn how to develop clear, compelling messages for various stakeholders.
- Understand how to align stakeholder relationships with organizational goals effectively.
- Master the art of active listening to address concerns and respond to feedback.
- Learn how to manage and mitigate communication barriers to maintain strong relationships.
- Develop strategies for effective feedback, ensuring mutual understanding and continued engagement.

Day 4: Managing Conflicts and Negotiating with Stakeholders

- Learn how to identify potential conflicts in stakeholder relationships and address them promptly.
- Explore techniques for conflict resolution, aiming for win-win solutions.
- Learn negotiation techniques to balance competing interests and ensure long-term collaboration.
- Understand how to build consensus and foster cooperation to strengthen stakeholder relationships.
- Develop techniques to manage resistance and objections constructively.

Day 5: Sustaining and Evaluating Stakeholder Relationships

- Learn how to build long-term, sustainable stakeholder relationships.
- Develop strategies for ongoing engagement and continuous communication with stakeholders.
- Understand how to measure the success of stakeholder relationships and the impact of engagement efforts.
- Learn how to gather feedback from stakeholders and use it for continuous improvement.
- Develop an action plan to integrate stakeholder relationships into strategic planning and future activities.



Why Attend This Course: Wins & Losses!

- Learn how to build and sustain positive stakeholder relationships that contribute to organizational success.
- Gain strategies to improve communication and ensure consistent engagement with stakeholders.
- Develop essential skills in aligning stakeholder relationships with organizational goals.
- Learn conflict resolution techniques to maintain healthy and productive stakeholder relationships.
- Understand how to measure and assess the effectiveness of your stakeholder engagement strategies.
- Master negotiation skills and techniques to handle challenging situations and conflicting interests with stakeholders.
- Learn how to foster collaboration, build trust, and create strategic partnerships over time.
- Enhance your ability to leverage stakeholder relationships for long-term success in your projects and organization.

Conclusion

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

Enroll now to enhance your stakeholder relationship management skills and create long-lasting, value-driven partnerships that contribute to your success.

