



Management And Leadership

Stakeholder Management

Course Introduction

In this constantly evolving environment, businesses now play a more important role than ever before creating economic, environmental and social impacts on society from a local through to a global scale. In response to this, more and more stakeholders are being involved in the decision-making process.

Stakeholder management is a complex matter, from addressing stakeholders' issues and engaging them effectively and requires a collaborative approach and effective negotiation and decision-making skills.

Target Audience

- Project Managers.
- Product Managers.
- Business Analysts.
- CEO, CFO, COO, etc.
- Senior Managers.

Learning Objectives

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

- Identify Stakeholder management definitions.
- Master identifying stakeholders characteristics and
- Master applying stakeholder analysis strategies.
- Empower Emotional Intelligence (EI) Skills Needed for Stakeholder Engagement.
- Understand and apply conflict management techniques.
- Empower effective decision making skills for better stakeholder management.

Course Outline

• 01 Day One

STAKEHOLDER MANAGEMENT AND ENGAGEMENT

- Key Stakeholder management definitions
- Identifying your Stakeholders
- Internal and External Stakeholders and their characteristics
- Stakeholder analysis
- Stakeholder's Interest and how to address them
- Emotional Intelligence (EI) Skills Needed for Stakeholder Engagement

• 02 Day Two

SITUATIONAL LEADERSHIP AND BUILDING CAPACITIES.

- History and definitions.
- Project management strategies, types.
- Planning in different scenarios.
- Stakeholder (Identification, Analysis, Strategy, Management, Others..).
- Building Priorities.
- Using forces and staff to empower project and decision making.

• 03 Day Three

COMMUNICATION STRATEGIES AND BUILDING YOUR ALLIANCES.

- Understanding the need and the impact.
- SWOT analysis for projects and staff.
- Communication strategies.
- Understanding the body language.
- Meetings and how to manage.
- Who is part of your trip to success.
- Building your personality as a stakeholder.
- Communicating with yourself prior to others

• 04 Day Four

MANAGING CONFLICTS

- Understanding the Situation

- Define the Problem
- Identify the Actions
- Six Thinking Hats
- Roots of Conflict: Goals, Judgments, and Values
- Options for Conflict Resolution
- Thomas-Kilmann Conflict MODE Instrument

• 05 Day Five

THE DECISION-MAKING PROCESS

- Barriers to Effective Decision Making
- Significant sources of data for decision-making analysis
- Finding the right people
- Creative Process: Developing Options
- Advantages and Disadvantages of Potential Options
- Pareto Analysis
- Factors to consider in planning to implement a decision
- Stakeholders' involvement in decision making

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 13, 2025	April 17, 2025	5 days	4250.00 \$	KSA - Riyadh
July 7, 2025	July 11, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 17, 2025	Nov. 21, 2025	5 days	4250.00 \$	UAE - Abu Dhabi