



Project & Contract Management

Project Stakeholder Management and Communication

Course Introduction

Building and maintaining strong stakeholder relationships is key to organizational success. Engaging stakeholders effectively requires a unique skill set, strategic thinking, and the ability to adapt to different perspectives.

This course equips you with practical tools and techniques to identify, analyze, and manage stakeholders while aligning their expectations, needs, and level of influence.

You will learn how to:

- ✓ Adapt your communication style for different stakeholders
- ✓ Resolve conflicts of interest with confidence
- ✓ Enhance your emotional intelligence for better relationship management
- ✓ Influence key stakeholders and gain their support
- ✓ Overcome barriers to project success

Target Audience

Managers of projects, programmes, and portfolios.

Anyone interested in improving and modifying their communication skills with various stakeholders.

Supervisors, team leaders, managers in the middle to upper levels of management, and project teams.

Professionals who frequently interact with stakeholders, regardless of job title or industry sector.

Learning Objectives

- Identify your stakeholders after completing this course.
- Create trust by involving stakeholders.
- Engage your stakeholders in proactive change acceptance.
- When stakeholders have questions, issues, or suggestions, listen actively.
- Promote the value of the organisation by working with stakeholders.
- Deal with the conflicting stakeholder requirements.

Course Outline

- Day 01

Stakeholder History

Management/Engagement of stakeholders

Who are the stakeholders?

Stakeholder Identification

Why is Stakeholder Management necessary?

Communication: An Issue of Viewpoint

Styles of Communication

Keeping in touch with projects

Self-evaluation of leadership

Emotional intelligence

Planning Obstacles to Communication

Using Questions to Communicate on a Project

Listening

• Day 02

Assertiveness

Describe assertiveness.

How Can You Be Assertive?

Taking Action with Assertion

Saying "NO"

Breaking Bad News

Conflict Resolution

Negotiation Identification

Alternatives such as negotiation

Preparation for Negotiations

Win/Win

Negotiation Techniques Negotiation Advice

• Day 03

Identification of Stakeholders

Identifying Stakeholders

Determine Stakeholders

Relationship-Based Identification

Alternative Methods of Identification

Stakeholder Analysis

Participant Register

Classification of Stakeholders

Participant Map

Model for Stakeholder Salience

Participant Culture

• Day 04

Stakeholder Participation

Effectiveness of Stakeholder Engagement

Plan Engagement Levels for Stakeholders

Engagement Rules of Stakeholder Engagement

Plan for Communication with Stakeholders

Strategy for Stakeholder Communication

Tools for Project Management

Defining Expectations for Stakeholders

• Day 05

Continual Development

Engaging Stakeholders Continuously

Managing Difficult Stakeholders

Maturity of Stakeholder

Management Compromise

Why Is Engagement With Stakeholders Important?

What Issues Exist?

Instructions for Success

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 16, 2025	June 20, 2025	5 days	4250.00 \$	UAE - Dubai
July 7, 2025	July 11, 2025	5 days	5950.00 \$	USA - Los Angeles
Oct. 20, 2025	Oct. 24, 2025	5 days	4250.00 \$	UAE - Abu Dhabi