

## STAKEHOLDER MANAGEMENT

*“Building Influence, Engagement, and Trust with Internal and External Stakeholders”*

### Schedule

Date	Venue	Fees (Face-to-Face)
05 - 06 Mar 2026	Dubai, UAE	USD 1995 per delegate

### Introduction

Managing stakeholders effectively is one of the most critical competencies for professionals in leadership, project delivery, communications, and business operations. This course focuses on how to systematically identify, engage, and influence stakeholders in complex, high-pressure, and cross-functional environments.

Over two days, participants will explore tools and frameworks that improve their ability to analyze stakeholder interests, manage expectations, resolve conflicts, and sustain collaboration. The course also addresses cultural sensitivity, political awareness, and ethical considerations in stakeholder interactions.

### Objectives

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

- Identify and classify stakeholders based on interest, power, and influence
- Develop tailored communication and engagement strategies
- Anticipate stakeholder resistance and manage expectations
- Build trust and credibility with internal and external audiences
- Lead multi-stakeholder environments with confidence and clarity
- Improve decision-making, alignment, and outcomes through stakeholder collaboration

## Why Attend

- Build stronger relationships with the individuals and groups that impact your work
- Gain practical tools to reduce conflict, align interests, and win support
- Strengthen your ability to manage upward, downward, and across functions
- Become more politically aware and communication-savvy in complex organizations
- Learn how to turn difficult stakeholders into allies

## Target Audience

### This program is designed for:

- Project managers, team leaders, and coordinators
- Communications, public affairs, and CSR professionals
- Executives and department heads
- Government and NGO representatives
- Anyone involved in multi-party negotiations, partnerships, or delivery environments

## Individual Benefits

### Key competencies that will be developed include:

- Stakeholder mapping and analysis
- Communication and influence skills
- Conflict resolution and expectation management
- Cultural awareness and emotional intelligence
- Political and ethical stakeholder handling

## Organizational Benefits

### Upon completing the training course, participants will demonstrate:

- Greater project and organizational alignment
- Faster consensus and reduced resistance
- More effective cross-functional collaboration
- Enhanced public and partner relationships
- Improved performance and reputation through engagement

## Instructional Methodology

- Strategy Briefings – Stakeholder frameworks, power/influence grids, and mapping tools
- Hands-On Exercises – Stakeholder analysis, messaging design, and resistance scenarios
- Case Studies – Multi-stakeholder projects, conflict situations, and engagement lessons
- Workshops – Role-playing stakeholder conversations and influence plans
- Peer Exchange – Best practices and feedback from diverse industries
- Tools – Stakeholder maps, influence logs, communication trackers, issue matrices

## Course Outline

### Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 2–3 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1 - Stakeholder Analysis and Strategy Development

• **Module 1: Introduction to Stakeholder Management (07:30 - 09:30)**

- Who are stakeholders and why they matter
- Core stakeholder challenges and opportunities
- Stakeholder management vs. engagement vs. influence

• **Module 2: Stakeholder Identification and Mapping (09:45 - 11:15)**

- Power-interest matrix and influence models
- Prioritizing stakeholders based on impact
- Tools for visual stakeholder analysis

• **Module 3: Designing Engagement Strategies (11:30 - 01:00)**

- Matching communication style to stakeholder needs
- Active vs. passive engagement
- Strategic messaging and dialogue planning

• **Module 4: Workshop - Stakeholder Mapping and Engagement Plan (02:00 - 03:30)**

- Group activity using real-world or simulated scenarios

#### Day 2 - Influence, Communication & Conflict Resolution

• **Module 5: Communication and Influence Skills (07:30 - 09:30)**

- Persuasion techniques for different stakeholder types
- Framing issues and building common ground
- Building credibility and trust

• **Module 6: Managing Resistance and Conflict (09:45 - 11:15)**

- Identifying early warning signs
- Defusing tension and managing difficult conversations
- Mediation and bridging conflicting interests

• **Module 7: Ethics, Culture, and Long-Term Relationship Building (11:30 - 01:00)**

- Ethical dilemmas in stakeholder handling
- Navigating cultural differences and political environments
- Sustaining engagement beyond the project lifecycle

• **Module 8: Final Simulation - High-Stakes Stakeholder Scenario (02:00 - 03:30)**

- Teams handle a simulated engagement challenge and receive peer/facilitator feedback

## Certification

Participants will receive a **Certificate of Completion in Stakeholder Management**, recognizing their ability to build stakeholder trust, alignment, and influence in diverse and challenging environments.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
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