

EFFECTIVE STAKEHOLDER MANAGEMENT

“Building Strategic Relationships to Influence, Align, and Deliver Project and Business Success”

Schedule

Date	Venue	Fees (Face-to-Face)
04 - 05 Mar 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate

Introduction

Whether managing a project, leading a change initiative, or driving business transformation, the ability to engage and manage stakeholders is a critical success factor. Poor stakeholder management often results in delays, resistance, and missed expectations—while effective engagement drives alignment, collaboration, and trust.

This 2-day interactive course equips professionals with the tools and techniques to identify, prioritize, and manage stakeholders effectively. Participants will learn how to build trust, manage conflict, and tailor their communication and influence strategies to drive results across a wide range of internal and external stakeholders.

Objectives

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

- Identify key stakeholders and assess their influence and interest
- Develop stakeholder engagement and communication plans
- Manage expectations, resistance, and conflicting priorities
- Build trust-based relationships through empathy and alignment
- Influence decision-making and gain stakeholder buy-in across functions

Why Attend

- Learn a practical framework for stakeholder mapping and analysis
- Improve your ability to influence and lead without formal authority
- Reduce misunderstandings and resistance during projects and initiatives
- Enhance your ability to manage complex stakeholder environments
- Become a more strategic communicator and relationship builder

Target Audience

This program is designed for:

- Project and program managers
- Change leaders and transformation teams
- Business analysts and consultants
- HR, operations, and functional leaders
- Anyone involved in influencing internal or external stakeholders

Individual Benefits

Key competencies that will be developed include:

- Stakeholder identification and engagement
- Communication planning and influence strategies
- Conflict resolution and expectation management
- Emotional intelligence and empathy
- Cross-functional relationship building

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved project delivery and stakeholder satisfaction
- Greater alignment between business units and project goals
- Reduced resistance to change and better adoption of initiatives
- More effective governance and risk mitigation
- Enhanced organizational reputation through proactive engagement

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Stakeholder theory, models, and communication frameworks
- Case Studies - Examples from public, private, and cross-sector initiatives
- Workshops - Stakeholder mapping, power-interest grids, and planning exercises
- Peer Exchange - Discussion of stakeholder challenges across roles and industries
- Tools - Engagement templates, influence strategies, and communication trackers

Course Outline

Training Hours: 07:30 AM - 03:30 PM Daily Format: 3-4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 - 02:00

Day 1: Stakeholder Foundations and Analysis

- Module 1: Understanding Stakeholder Dynamics (07:30 - 09:30) • Defining stakeholders in projects and change efforts • The cost of poor stakeholder engagement • Roles, expectations, and influence
- Module 2: Stakeholder Identification and Mapping (09:45 - 11:15) • Power-interest grids and salience models • Identifying hidden influencers and blockers • Prioritizing stakeholders for action
- Module 3: Engagement Strategy Development (11:30 - 01:00) • Tailoring approach by stakeholder type • Balancing competing interests and alignment • Anticipating and managing resistance
- Module 4: Workshop - Stakeholder Mapping Simulation (02:00 - 03:30) • Group work on stakeholder engagement scenarios

Day 2: Communication and Influence in Action

- Module 5: Strategic Communication Planning (07:30 - 09:30) • Matching message, medium, and timing • Managing upward, downward, and lateral influence • Communicating under pressure or conflict
- Module 6: Building Trust and Managing Conflict (09:45 - 11:15) • Understanding stakeholder emotions and perceptions • Conflict resolution strategies and trust recovery • Empathy, listening, and framing techniques
- Module 7: Monitoring and Adapting Engagement (11:30 - 01:00) • Stakeholder feedback loops and engagement metrics • Adjusting plans based on new risks or changes • Integrating stakeholder management into daily operations
- Module 8: Final Simulation - Stakeholder Planning Presentation (02:00 - 03:30) • Group presentations with peer and facilitator feedback • Personal stakeholder strategy and action plan

Certification

Participants will receive a Certificate of Completion in Effective Stakeholder Management, recognizing their ability to build influence, trust, and alignment with diverse stakeholders across the organization and beyond.

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