

PROJECT STAKEHOLDER ENGAGEMENT: STRATEGIES FOR BUILDING STRONG PROJECT RELATIONSHIPS

“Strengthening Trust, Influence, and Collaboration Across the Project Lifecycle”

Schedule

Date	Venue	Fees (Face-to-Face)
06 - 10 Apr 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Project success depends not only on technical execution but also on how effectively project teams engage stakeholders. Whether managing executive sponsors, regulatory bodies, end users, or external vendors, the ability to align diverse interests and build strong relationships is essential for delivering outcomes that meet expectations.

This course provides project professionals with practical frameworks, communication strategies, and stakeholder management tools to navigate complex stakeholder environments. Participants will learn to identify key stakeholders, analyze their influence, manage expectations, resolve conflicts, and sustain commitment throughout the project lifecycle.

Objectives

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

- Identify, prioritize, and analyze stakeholders across the project lifecycle
- Develop tailored communication and engagement strategies
- Build trust and alignment with internal and external stakeholders
- Apply conflict resolution and negotiation techniques
- Support project success through proactive relationship management

Why Attend

- Improve stakeholder support and buy-in for your project goals
- Learn proven strategies for managing resistance, conflict, and ambiguity
- Enhance your ability to lead projects in complex, multi-stakeholder environments
- Increase your project's visibility, alignment, and value contribution
- Bridge the gap between project plans and stakeholder expectations

Target Audience

This program is designed for:

- Project managers and team leaders
- PMO professionals and program coordinators
- Business analysts and product owners
- Stakeholder relationship managers and communication leads
- Anyone responsible for managing internal or external project stakeholders

Individual Benefits

Key competencies that will be developed include:

- Stakeholder analysis and influence mapping
- Engagement planning and feedback management
- Strategic communication and expectation alignment
- Negotiation and conflict resolution in project settings
- Cultural sensitivity and adaptive relationship strategies

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved stakeholder alignment across departments and teams
- Faster project buy-in, reduced delays, and fewer escalations
- Stronger communication flows and transparency
- Increased project success rates through active stakeholder participation
- More collaborative and resilient project environments

Instructional Methodology

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

- Strategy Briefings - PMI stakeholder management principles and frameworks
- Case Studies - Stakeholder dynamics in real-world project scenarios
- Workshops - Influence mapping, communication planning, and conflict simulations
- Peer Exchange - Sharing success stories and engagement challenges
- Tools - Stakeholder registers, RACI charts, communication matrices, and engagement scorecards

Course Outline

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Stakeholder Fundamentals and Project Context

- Module 1: Stakeholder Management Overview (07:30 - 09:30) • Definitions, importance, and stakeholder roles in projects
- Module 2: Project Context and Stakeholder Environment (09:45 - 11:15) • Internal vs. external, direct vs. indirect stakeholders
- Module 3: Stakeholder Identification and Classification (11:30 - 01:00) • Tools: power-interest grid, salience model, onion diagram
- Module 4: Workshop - Stakeholder Register Development (02:00 - 03:30) • Build a stakeholder register for a sample project

Day 2: Engagement Planning and Communication

- Module 1: Communication Needs Assessment (07:30 - 09:30) • Audience segmentation, expectations, and preferences
- Module 2: Engagement Planning and Strategy Formulation (09:45 - 11:15) • PMBOK-aligned stakeholder engagement plan development
- Module 3: Communication Matrix and RACI Model (11:30 - 01:00) • Assigning responsibility and defining message flow
- Module 4: Workshop - Engagement Plan Creation (02:00 - 03:30) • Develop a stakeholder communication and engagement strategy

Day 3: Influence, Trust, and Relationship Building

- Module 1: Building Trust and Credibility (07:30 - 09:30) • Consistency, transparency, empathy in communication
- Module 2: Influencing Without Authority (09:45 - 11:15) • Stakeholder motivation, organizational power dynamics
- Module 3: Cultural Intelligence in Stakeholder Engagement (11:30 - 01:00) • Adapting to diverse values, communication styles, and expectations
- Module 4: Workshop - Influence Mapping Simulation (02:00 - 03:30) • Analyze power and influence relationships in a project scenario

Day 4: Conflict, Resistance, and Difficult Stakeholders

- Module 1: Identifying Resistance and Root Causes (07:30 - 09:30) • Behavioral and structural resistance triggers
- Module 2: Conflict Management Styles and Tactics (09:45 - 11:15) • Collaborative negotiation, mediation, escalation planning
- Module 3: Handling Difficult Stakeholders (11:30 - 01:00) • Escalation, stakeholder disengagement, reframing strategies
- Module 4: Workshop - Role Play: Stakeholder Conflict Resolution (02:00 - 03:30) • Group simulation of a multi-stakeholder conflict scenario

Day 5: Sustaining Engagement and Measuring Success

- Module 1: Stakeholder Engagement KPIs and Monitoring (07:30 - 09:30) • Surveys, sentiment analysis, participation tracking
- Module 2: Change Management Integration (09:45 - 11:15) • Managing expectations through change transitions
- Module 3: Final Case Study - Engagement Review (11:30 - 01:00) • Assess stakeholder engagement in a completed project
- Module 4: Wrap-Up and Certification (02:00 - 03:30) • Course review, key takeaways, and certificate distribution

Certification

Participants will receive a Certificate of Completion in Project Stakeholder Engagement, validating their skills in managing and sustaining productive relationships across all phases of a project.

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