



*Training Course:  
Identifying and Analyzing Stakeholders*

*2 - 6 June 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Identifying and Analyzing Stakeholders

Training Course code: PS235029 From: 2 - 6 June 2025 Venue: Casablanca (Morocco) - New Hotel Training Course Fees: 4250 € Euro

### Introduction:

Identifying and analyzing stakeholders is a critical skill for any manager, as it helps to ensure that all key individuals and groups who are affected by a project, program, or organization are identified, understood, and appropriately engaged. By understanding the interests and needs of stakeholders, managers can develop more effective strategies and make better decisions that result in successful outcomes.

### Objectives:

The training program "Identifying and Analyzing Stakeholders" is designed to help managers develop their skills in identifying, analyzing, and engaging stakeholders. The program's main objectives are:

- Understanding the importance of stakeholder identification and analysis
- Developing skills for identifying and analyzing stakeholders
- Building strategies for engaging stakeholders effectively
- Learning to manage stakeholders' interests and needs in decision-making processes
- Enhancing communication skills to facilitate stakeholder engagement

### Target audience:

The training program is designed for mid to senior-level managers, project managers, and program managers who are responsible for engaging with stakeholders in their organizations.

### Outlines:

#### Day 1:

##### Introduction to Stakeholder Management

- Definition of stakeholders and their importance
- Types of stakeholders
- Stakeholder mapping and analysis
- Identifying stakeholders and their interests

Day 2:

Stakeholder Engagement Strategies

- Understanding stakeholder needs and expectations
- Building effective stakeholder communication plans
- Developing strategies for stakeholder engagement and management
- Engaging stakeholders in decision-making processes

Day 3:

Stakeholder Analysis Techniques

- Qualitative and quantitative stakeholder analysis
- Building stakeholder engagement matrices
- Mapping stakeholders and their influence
- Identifying and prioritizing stakeholders based on their importance

Day 4:

Managing Stakeholder Relationships

- Building trust with stakeholders
- Addressing stakeholder concerns and issues
- Conflict resolution techniques
- Monitoring and tracking stakeholder engagement

Day 5:

Communicating with Stakeholders

- Effective communication techniques for stakeholder engagement
- Building stakeholder communication plans
- Communicating project updates and progress to stakeholders
- Evaluating stakeholder engagement and the effectiveness of communication plans



## Registration form on the Training Course: Identifying and Analyzing Stakeholders

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
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