



*Training Course:  
Advanced Stakeholder Management: Strategies  
for Influence, Engagement, and Impact*

*27 - 31 October 2025  
Madrid (Spain)  
Pestana CR7 Gran Vía*

## Training Course: Advanced Stakeholder Management: Strategies for Influence, Engagement, and Impact

Training Course code: MA235930 From: 27 - 31 October 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

### Introduction

Effective stakeholder management is a critical success factor in today's complex business and project environments. This advanced training program is designed to equip participants with the strategic tools, psychological insights, and leadership techniques necessary to identify, analyze, engage, and influence internal and external stakeholders across diverse contexts. The program emphasizes proactive engagement, conflict resolution, trust-building, and aligning stakeholder expectations with organizational goals.

### Target Audience

- Senior Project and Program Managers
- Department Heads and Directors
- Corporate Communication Professionals
- Change Managers and Transformation Leaders
- Policy Advisors and Government Liaisons
- Stakeholder Engagement Officers

### Objectives

By the end of the program, participants will be able to:

- Map and analyze stakeholder influence and interest at an advanced level
- Develop tailored engagement strategies for different stakeholder groups
- Manage conflicts and negotiate expectations effectively
- Align stakeholder interests with strategic objectives
- Use communication and influence techniques to drive long-term engagement
- Evaluate stakeholder satisfaction and adjust engagement plans accordingly

## Training Program Outline

### Day 1: Advanced Stakeholder Mapping and Analysis

- Revisiting the fundamentals: Influence vs. interest
- Stakeholder segmentation frameworks Power/Interest Matrix, Salience Model
- Dynamic stakeholder landscapes: tracking shifts over time
- Workshop: Mapping stakeholders for a complex case scenario
- Tools for digital stakeholder analysis CRMs, dashboards, AI-enhanced platforms

### Day 2: Strategic Engagement Planning

- Stakeholder personas and behavioral drivers
- Choosing engagement approaches: Inform, Consult, Involve, Collaborate, Empower
- Engagement timing and frequency: setting realistic expectations
- Designing multi-channel stakeholder engagement plans
- Workshop: Building an engagement strategy aligned with business goals

### Day 3: Communication and Influence Techniques

- Strategic communication principles for stakeholders
- Framing and storytelling to influence perceptions
- Persuasive techniques and psychological triggers
- Handling difficult conversations and resistance
- Simulation: Influence without authority in stakeholder networks

### Day 4: Managing Conflict and Expectations

- Identifying and addressing conflicting stakeholder interests

- Interest-based negotiation and compromise techniques
- Managing high-stakes or politically sensitive stakeholders
- Case Study: Conflict resolution in a multi-stakeholder project
- Developing trust and credibility as an engagement leader

#### Day 5: Evaluation, Reporting & Continuous Improvement

- Measuring stakeholder engagement success KPIs & qualitative indicators
- Using feedback loops to improve engagement strategies
- Reporting to senior leadership and external stakeholders
- Crisis preparedness: engaging stakeholders during disruption

## Registration form on the Training Course: Advanced Stakeholder Management: Strategies for Influence, Engagement, and Impact

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

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Personal E-Mail: .....  
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### Company Information

Company Name: .....  
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### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
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### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

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