



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

*15 - 19 December 2025
Kuala Lumpur (Malaysia)
Royale Chulan Kuala Lumpur*

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

Training Course code: MA235930 From: 15 - 19 December 2025 Venue: Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur 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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