



*Training Course:
Managing Project Stakeholders*

*11 - 15 August 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Managing Project Stakeholders

Training Course code: PC236040 From: 11 - 15 August 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

Introduction

This program, designed by Global Horizon Training Center, is tailored for project managers, team leaders, and professionals involved in stakeholder engagement. It provides practical frameworks, tools, and techniques to identify, analyze, and manage project stakeholders effectively, ensuring alignment, buy-in, and project success.

Objectives

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

- Understand the importance and impact of effective stakeholder management.
- Identify and analyze stakeholder needs and expectations.
- Develop tailored engagement strategies and communication plans.
- Resolve conflicts and build collaborative relationships.
- Enhance project performance through proactive stakeholder management.

Organizational Impact

- Enhance project success rates through improved stakeholder engagement.
- Build stronger relationships and manage expectations proactively.
- Minimize risks associated with stakeholder resistance and misalignment.
- Foster a culture of collaboration and transparency.
- Strengthen organizational credibility and reputation.

Target Audience

- Project managers and project team leaders.

- PMO staff and program managers.
- Stakeholder engagement coordinators.
- Professionals involved in managing internal and external stakeholders.
- Anyone seeking to improve their stakeholder management skills.

Training Program Outline

Day 1: Understanding Stakeholders and Their Importance

- Defining stakeholders: who they are and why they matter.
- Types of stakeholders: internal, external, direct, indirect.
- The role of stakeholders in project success or failure.
- Common challenges in managing diverse stakeholders.
- Group activity: identifying stakeholders in participants' real projects.

Day 2: Stakeholder Analysis and Prioritization

- Mapping stakeholders: tools and techniques e.g., stakeholder matrices, power-interest grids.
- Analyzing stakeholder needs, expectations, and influence.
- Prioritizing stakeholders and allocating engagement resources.
- Using data and feedback for effective analysis.
- Practical exercise: conducting a stakeholder analysis for a sample project.

Day 3: Engagement Strategies and Communication Planning

- Developing tailored engagement strategies for different stakeholders.
- Building effective communication plans: methods, frequency, and messaging.
- Managing difficult stakeholders and resistance.

- Tools for ongoing engagement: workshops, surveys, and digital platforms.
- Group exercise: drafting a stakeholder communication plan.

Day 4: Relationship Building and Conflict Management

- Building trust and rapport with stakeholders.
- Active listening and empathetic communication.
- Techniques for conflict resolution and negotiation.
- Turning conflicts into opportunities for collaboration.
- Scenario-based role play: managing a stakeholder conflict situation.

Day 5: Monitoring, Adapting, and Sustaining Engagement

- Measuring the effectiveness of stakeholder management.
- Adapting engagement strategies based on project phases and dynamics.
- Using stakeholder feedback to refine plans.
- Best practices for sustainable stakeholder relationships.
- Action planning: participants develop a stakeholder management improvement plan.

Registration form on the Training Course: Managing Project Stakeholders

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