

ADVANCED STAKEHOLDER MANAGEMENT



GENTEX[®]
TRAINING CENTER



Introduction

Effective stakeholder engagement determines the success or failure of major organizational initiatives. The Advanced Stakeholder Management Training Course equips professionals with proven techniques to identify, analyze, and influence stakeholders across complex projects and business environments. Participants explore practical frameworks such as stakeholder mapping, power-interest grids, and structured communication planning to build stronger working relationships. Furthermore, the course addresses common challenges including conflicting priorities, resistance to change, and cross-functional alignment. Through case studies and interactive exercises, attendees strengthen their negotiation, communication, and influence skills. As a result, participants leave prepared to manage diverse stakeholder groups confidently, align expectations, and drive sustainable project outcomes within their organizations.

Advanced Stakeholder Management Course Objectives

- Identify and classify stakeholders using structured mapping techniques and the power-interest grid.
- Build comprehensive stakeholder registers to track expectations, influence levels, and engagement priorities.
- Apply the RACI matrix to clarify roles, responsibilities, and decision-making authority across project teams.
- Develop tailored communication plans that address diverse stakeholder needs and preferred channels.
- Strengthen negotiation techniques to align competing interests and secure stakeholder buy-in.
- Apply proven influence tactics to gain support from senior executives, sponsors, and cross-functional teams.
- Manage resistance to change through targeted engagement and transparent communication strategies.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Use conflict resolution frameworks to address disagreements and maintain productive working relationships.
- Establish feedback loops to monitor stakeholder satisfaction and adjust engagement approaches accordingly.
- Align stakeholder management practices with broader organizational change management initiatives.

Course Methodology

- Interactive lectures introducing core stakeholder management concepts and frameworks.
- Real-world case studies illustrating successful and failed stakeholder engagement strategies.
- Group exercises applying stakeholder mapping and the power-interest grid to sample projects.
- Role-play simulations for negotiation and conflict resolution scenarios.
- Structured discussions comparing communication planning approaches across industries.
- Practical templates, including stakeholder registers and RACI matrices, for immediate workplace application.

Who Should Take This Course

- Project and program managers responsible for delivering complex initiatives.
- Team leaders and department heads coordinating with multiple internal stakeholders.
- Business analysts supporting stakeholder requirements gathering and communication.
- Change management professionals guiding organizational transformation efforts.
- Client relationship managers overseeing external stakeholder partnerships.
- Executives and senior managers seeking stronger influence and negotiation skills.





Advanced Stakeholder Management Course Outlines

Day 1: Foundations of Stakeholder Management

- Define stakeholder management and its role in project success
- Distinguish internal and external stakeholder categories
- Introduce the stakeholder mapping process
- Apply the power-interest grid to sample scenarios
- Build a basic stakeholder register template
- Discuss common stakeholder management challenges
- Review case studies of stakeholder-driven project outcomes

Day 2: Stakeholder Analysis and Prioritization

- Conduct detailed stakeholder analysis using structured criteria
- Apply the RACI matrix to clarify roles and responsibilities
- Prioritize stakeholders based on influence and interest levels
- Identify hidden or indirect stakeholders in complex projects
- Assess stakeholder attitudes and potential resistance points
- Map stakeholder relationships and dependencies
- Practice analysis techniques through group exercises

Day 3: Communication and Engagement Planning

- Develop tailored communication plans for different stakeholder groups
- Select appropriate channels and communication frequency
- Draft key messages aligned with stakeholder interests

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Design engagement strategies for high-influence stakeholders
- Establish feedback loops to track stakeholder sentiment
- Address cross-cultural communication considerations
- Review sample communication plan templates

Day 4: Negotiation and Influence Techniques

- Apply core negotiation principles to stakeholder discussions
- Practice influence tactics for gaining executive support
- Manage conflicting stakeholder priorities through structured techniques
- Apply conflict resolution frameworks to workplace scenarios
- Conduct role-play exercises simulating difficult conversations
- Build persuasive arguments backed by data and evidence
- Discuss ethical considerations in stakeholder influence

Day 5: Sustaining Stakeholder Relationships

- Align stakeholder management with organizational change initiatives
- Monitor and evaluate stakeholder engagement effectiveness
- Adjust strategies based on stakeholder feedback and outcomes
- Build long-term stakeholder relationship management plans
- Address lessons learned from real project case studies
- Prepare a personal action plan for workplace application
- Conclude with group presentations and open discussion





Conclusion

By successfully completing the Advanced Stakeholder Management Training Course, participants will have acquired practical skills in stakeholder identification, analysis, communication planning, and negotiation. Furthermore, they will gain confidence in applying structured frameworks such as the power-interest grid and RACI matrix to real workplace challenges. As a result, attendees return to their organizations equipped to build stronger stakeholder relationships, manage resistance effectively, and support successful project outcomes. Gentex Training Center remains committed to delivering practical, results-driven professional development programs across diverse industries.

FAQs

Q1 What is the "Advanced Stakeholder Management" course about?

This course covers structured techniques for identifying, analyzing, and engaging stakeholders throughout complex projects. Participants learn practical frameworks, including stakeholder mapping and the power-interest grid, to build stronger relationships, manage expectations, and align diverse interests toward shared organizational goals.

Q2 What are the key benefits of the "Advanced Stakeholder Management" course?

Participants gain stronger negotiation and communication skills, improved ability to manage resistance, and practical tools for prioritizing stakeholder needs. These benefits translate into smoother project execution, reduced conflict, and more effective collaboration across teams and departments.



Q3 What skills will I gain from the "Advanced Stakeholder Management" course?

Attendees develop stakeholder analysis, communication planning, negotiation, and conflict resolution skills. These core competencies enable professionals to manage complex stakeholder relationships confidently and support successful project delivery across various organizational contexts.

Q4 What tools, methods, or standards are covered in the "Advanced Stakeholder Management" course?

The course introduces stakeholder mapping, the power-interest grid, RACI matrices, stakeholder registers, and structured communication planning templates. These practical tools help participants systematically analyze, prioritize, and engage stakeholders throughout any project lifecycle.

Q5 How is the "Advanced Stakeholder Management" course applied in real-world practice?

Participants apply stakeholder mapping and communication planning to real project scenarios through case studies and role-play exercises. This practical approach helps professionals confidently manage stakeholder expectations, resolve conflicts, and drive successful outcomes in their daily work.