

MANAGING PROJECT STAKEHOLDERS



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TRAINING CENTER



Introduction

Projects rarely fail because of technical work alone. They fail when key people feel ignored, when expectations drift, or when resistance builds quietly. This Managing Project Stakeholders Training Course equips participants to identify everyone who affects a project, understand what each person needs, and engage them with a deliberate plan. Learners work through proven techniques for mapping influence, analyzing interests, and tailoring communication. Furthermore, the course covers negotiation, conflict resolution, and the difficult conversations that keep sponsors and end users aligned. As a result, participants leave able to build support, reduce resistance, and protect project delivery through stronger relationships.

Managing Project Stakeholders Course Objectives

- Identify every internal and external stakeholder using a structured stakeholder register.
- Assess influence, interest, and attitude with the Power/Interest Grid and the Salience Model.
- Plan engagement levels using the PMBOK stakeholder engagement matrix.
- Build a tailored communication plan with the right message, channel, and frequency.
- Run a Stakeholder Circle analysis to prioritize relationship effort.
- Apply the Mendelow matrix to decide who to manage closely and who to monitor.
- Use active listening and empathic questioning to surface hidden concerns.
- Negotiate scope, timing, and resources with the ThomasKilmann conflict modes.
- Manage difficult stakeholders and resistance without damaging trust.
- Track engagement with KPIs and adjust the plan through regular reviews.



Course Methodology

This course combines short lectures with applied workshops. Participants build a real stakeholder register for their own project, map influence and interest, and draft a communication plan. Trainers use role-plays, negotiation simulations, and case studies drawn from complex programs. Group debriefs and peer feedback reinforce each technique. In addition, participants practice difficult conversations and review engagement metrics before finalizing a personal action plan.

Who Should Take This Course

- Project managers and project coordinators
- Program and portfolio managers
- Business analysts and PMO staff
- Team leaders with client-facing responsibilities
- Change managers and transformation leads
- Functional managers who supply resources to projects
- Consultants managing multi-party engagements

Managing Project Stakeholders Course Outlines

Day 1: Stakeholder Identification and Analysis

- Defining stakeholders and their claims on the project
- Building a stakeholder register with clear data fields
- The Power/Interest Grid and the Mendelow matrix
- The Salience Model: power, legitimacy, and urgency
- Stakeholder Circle analysis and relationship prioritization

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- Assessing attitude: champion, supporter, neutral, critic
- Common errors in stakeholder identification

Day 2: Engagement Planning and Communication

- Setting engagement levels: unaware, resistant, neutral, supportive, leading
- The PMBOK stakeholder engagement matrix in practice
- Designing a communication plan with message and channel fit
- Communication frequency, format, and cultural considerations
- RACI and RASCI charts for role clarity with stakeholders
- Building a project communication calendar
- Reviewing and updating the engagement plan

Day 3: Influence, Trust, and Relationship Building

- Sources of power and how to work with each type
- Building credibility through transparency and consistency
- Active listening, paraphrasing, and empathic questioning
- Managing sponsor expectations and executive reporting
- Running effective one-to-one stakeholder meetings
- Working across departments and organizational silos
- Ethical influence without manipulation

Day 4: Negotiation and Conflict Management

- The ThomasKilmann five conflict modes
- Interest-based negotiation and the BATNA concept
- Preparing for difficult stakeholder conversations





- Handling resistance, blockers, and hidden agendas
- Escalation: when, how, and to whom
- Mediating disputes between stakeholder groups
- Recovering trust after a breakdown

Day 5: Monitoring, Reporting, and Sustaining Engagement

- Stakeholder engagement KPIs and satisfaction tracking
- Integrating engagement into project status reporting
- Lessons learned and engagement retrospectives
- Managing stakeholders through change and closure
- Handover of relationships to operations teams
- Building a personal stakeholder playbook
- 30-day action plan for immediate application

Conclusion

By successfully completing Managing Project Stakeholders, participants will gain a practical understanding of how to identify, analyze, and engage the people who influence project outcomes. They will be able to map influence accurately, plan communication deliberately, negotiate constructively, and sustain support through change. In addition, they will know how to measure engagement and correct course early. Gentex Training Center designed this course so that learners return to work with tools they can apply to live projects immediately.

FAQs



Q1 What is the "Managing Project Stakeholders" course about?

It teaches how to identify everyone who affects a project and engage them deliberately. Participants learn to analyze influence and interest, plan communication, negotiate conflicting needs, and sustain support from sponsors, teams, and end users throughout delivery.

Q2 What are the key benefits of the "Managing Project Stakeholders" course?

Participants reduce resistance and late surprises, gain faster approvals, and improve project reputation with sponsors and clients. They also handle conflict more confidently, keep communication consistent, and increase the chance that deliverables are accepted without rework.

Q3 What skills will I gain from the "Managing Project Stakeholders" course?

You will gain stakeholder identification and analysis, engagement and communication planning, negotiation and conflict management, and engagement monitoring and reporting. These four skills together keep projects aligned and supported from start to finish.

Q4 What tools, methods, or standards are covered in the "Managing Project Stakeholders" course?

The course covers the stakeholder register, the Power/Interest Grid, the Mendelow matrix, the Salience Model, Stakeholder Circle analysis, the PMBOK stakeholder engagement matrix, RACI and RASCI charts, and the ThomasKilmann conflict modes.



Q5 How is the "Managing Project Stakeholders" course applied in real-world practice?

Professionals apply it at project kickoff, during scope changes, and in steering committee reporting. The methods transfer to transformation programs, client engagements, and any initiative where multiple parties must agree on direction before work can move forward.