

STAKEHOLDER COMMUNICATION AND RELATIONSHIP MANAGEMENT



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TRAINING CENTER



Introduction

Projects and initiatives rarely fail for technical reasons alone. They stall because a key stakeholder was not consulted, expectations drifted, or a decision maker learned about a change too late. This Stakeholder Communication and Relationship Management Training Course builds the capability to prevent those failures. Learners study stakeholder analysis, engagement planning, communication design, and relationship maintenance. Furthermore, the course covers negotiation, difficult conversations, and trust recovery after setbacks. As a result, participants communicate with the right people at the right time and build relationships that carry initiatives through pressure.

Stakeholder Communication and Relationship Management Course Objectives

- Identify and analyse stakeholders using the Power/Interest Grid and Salience Model.
- Build stakeholder registers with influence, interest, and attitude data.
- Apply the PMBOK stakeholder engagement matrix to plan engagement levels.
- Design communication plans specifying message, channel, frequency, and owner.
- Assess stakeholder attitude change and adjust the engagement approach.
- Apply active listening and empathic questioning to surface real concerns.
- Manage expectations through clear commitments and honest reporting.
- Handle disagreement with the ThomasKilmann five conflict modes.
- Recover trust after delays, failures, or unmet commitments.
- Measure relationship health with satisfaction and engagement indicators.



Course Methodology

This course combines short lectures with applied practice. Participants map their own stakeholder network, build a communication plan, and rehearse difficult stakeholder conversations. Trainers use case studies from project and change environments, recorded role-play, and structured debriefs. Group feedback sharpens approach. In addition, participants produce a stakeholder engagement plan they can apply at work.

Who Should Take This Course

- Project and programme managers
- Change managers leading transformation
- Business analysts and PMO staff
- Client and account relationship owners
- Corporate communications professionals
- Public sector officers managing multiple parties
- Team leaders coordinating across departments

Stakeholder Communication and Relationship Management Course Outlines

Day 1: Stakeholder Identification and Analysis

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

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- Assessing attitude: champion, supporter, neutral, critic
- Mapping informal influence and decision rights
- Stakeholder mapping workshop

Day 2: Engagement and Communication Planning

- Engagement levels: unaware, resistant, neutral, supportive, leading
- The PMBOK stakeholder engagement matrix in practice
- Communication plans: message, channel, frequency, and owner
- Tailoring communication to different stakeholder groups
- Reporting discipline and transparency standards
- Escalation paths and governance communication
- Communication plan workshop

Day 3: Relationship Building and Trust

- The trust equation: credibility, reliability, intimacy, self-orientation
- Active listening, paraphrasing, and empathic questioning
- Building rapport across cultures and seniority levels
- Managing expectations and commitments
- Managing upwards and working with sponsors
- Reciprocity and long-term relationship investment
- Relationship conversation role-play

Day 4: Difficult Conversations and Conflict

- Early warning signs of stakeholder strain
- The ThomasKilmann five conflict modes applied



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- Handling objections, delays, and unmet expectations
- Saying no respectfully and holding boundaries
- Managing competing stakeholder interests
- Recovering trust after a serious failure
- Difficult conversation simulation with coaching

Day 5: Monitoring, Reporting, and Sustained Engagement

- Stakeholder engagement KPIs and satisfaction tracking
- Review meetings and engagement audits
- Managing stakeholder transitions and role changes
- Integrating engagement into status reporting
- Confidentiality, ethics, and conflicts of interest
- Personal engagement plan and action commitments
- Final assessment with structured feedback

Conclusion

By successfully completing Stakeholder Communication and Relationship Management, participants will gain a practical understanding of how analysis, planned communication, and relationship discipline keep initiatives supported. They will be able to map stakeholders accurately, plan engagement deliberately, hold difficult conversations constructively, and repair trust when something goes wrong. 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 able to build the support their initiatives depend on.





FAQs

Q1 What is the "Stakeholder Communication and Relationship Management" course about?

It teaches how to identify, engage, and sustain the people who influence an initiative's outcome. Participants cover stakeholder analysis, engagement and communication planning, trust building, difficult conversations, and relationship recovery through applied practice.

Q2 What are the key benefits of the "Stakeholder Communication and Relationship Management" course?

Participants reduce late surprises and resistance, gain approvals faster, and keep sponsors informed before problems escalate. They also handle difficult stakeholder conversations with composure and build relationships that survive setbacks and pressure.

Q3 What skills will I gain from the "Stakeholder Communication and Relationship Management" course?

You will gain stakeholder identification and analysis, engagement and communication planning, relationship building and trust maintenance, and difficult conversation handling and relationship recovery. These four skills combine to keep initiatives supported end to end.



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

The course covers the stakeholder register, the Power/Interest Grid, the Mendelow matrix, the Salience Model, the PMBOK stakeholder engagement matrix, the trust equation, RACI governance clarity, the ThomasKilmann five conflict modes, and stakeholder engagement KPI frameworks.

Q5 How is the "Stakeholder Communication and Relationship Management" course applied in real-world practice?

Professionals apply it at project kickoff, during scope changes, in steering committee reporting, when managing client accounts, and in organisational change programmes. The methods transfer to any situation where multiple parties must stay aligned for work to progress.