

STAKEHOLDER ENGAGEMENT & MANAGEMENT



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Introduction

Every initiative depends on people who do not report to its leader. Sponsors, regulators, department heads, suppliers, and end users each hold a piece of the outcome, and each can slow it down or stop it. This Stakeholder Engagement & Management Training Course builds the discipline to work with them deliberately. Learners study stakeholder analysis, engagement planning, influence strategy, and resistance management. Furthermore, the course covers governance communication, escalation design, and measuring engagement. As a result, participants anticipate stakeholder reactions, secure support early, and keep momentum when interests collide.

Stakeholder Engagement & Management Course Objectives

- Identify stakeholders systematically using registers and analysis grids.
- Apply the Power/Interest Grid, Mendelow matrix, and Salience Model.
- Assess stakeholder attitude and track changes over the engagement lifecycle.
- Plan engagement levels using the PMBOK stakeholder engagement matrix.
- Design communication plans with message, channel, frequency, and owner.
- Map informal influence and build coalitions around shared interests.
- Apply Cialdini's six principles of persuasion ethically.
- Manage expectations through commitments, reporting, and transparency.
- Handle resistance and conflict with the ThomasKilmann five modes.
- Define engagement KPIs and measure satisfaction over time.
- Design escalation and governance communication pathways.
- Recover stakeholder trust after delays, failures, or unmet commitments.



Course Methodology

This course combines short lectures with applied workshops. Participants map a real stakeholder network, build an engagement plan, run an influence strategy exercise, and rehearse difficult stakeholder conversations. Trainers use case studies from projects and change programmes, recorded role-play, and structured debriefs. Peer critique sharpens approach. In addition, participants produce a stakeholder engagement plan they can apply at work.

Who Should Take This Course

- Project, programme, and portfolio managers
- Change managers leading transformation
- Business analysts and PMO staff
- Department heads managing cross-functional dependencies
- Corporate affairs and communications professionals
- Public sector officers managing multiple parties
- Consultants working inside client organisations

Stakeholder Engagement & 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 messages to different stakeholder groups
- Reporting discipline, transparency, and cadence
- Governance forums and steering committee communication
- Engagement plan workshop

Day 3: Influence Strategy and Coalition Building

- Sources of power and how to work with each
- Influence mapping and priority relationship investment
- Cialdini's six principles applied ethically
- Building coalitions around shared interests
- Pre-meetings, agenda shaping, and decision sequencing
- Managing upwards and working with sponsors
- Influence strategy exercise

Day 4: Resistance, Conflict, and Difficult Stakeholders

- Recognising early signs of stakeholder resistance
- The ThomasKilmann five conflict modes applied



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

Day 5: Monitoring, Escalation, and Sustained Engagement

- Engagement KPIs and satisfaction tracking
- Review meetings and engagement audits
- Escalation design: when, how, and to whom
- Managing stakeholder transitions and role changes
- Confidentiality, ethics, and conflicts of interest
- Personal engagement plan and action commitments
- Final assessment with structured feedback

Conclusion

By successfully completing Stakeholder Engagement & Management, participants will gain a practical understanding of how analysis, planned engagement, and influence strategy keep initiatives supported from start to finish. They will be able to map stakeholders accurately, set engagement levels deliberately, build coalitions around shared interests, manage resistance, and design escalation pathways that work. 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 secure and sustain the support their initiatives depend on.





FAQs

Q1 What is the "Stakeholder Engagement & Management" course about?

It teaches how to identify, engage, and influence the people who affect an initiative's outcome. Participants cover stakeholder analysis, engagement and communication planning, influence strategy, resistance handling, escalation design, and engagement measurement through applied workshops.

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

Participants anticipate stakeholder reactions before they become obstacles, secure approvals faster, and reduce late-stage resistance. They also handle conflicting interests more calmly, keep sponsors informed through structured reporting, and build support that survives setbacks.

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

You will gain stakeholder identification and analysis, engagement and communication planning, influence strategy and coalition building, and resistance handling and engagement measurement. These four skills combine to keep initiatives supported and moving.



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

The course covers the stakeholder register, the Power/Interest Grid, the Mendelow matrix, the Saliency Model, the PMBOK stakeholder engagement matrix, Cialdini's six principles of persuasion, RACI governance clarity, the ThomasKilmann five conflict modes, escalation pathway design, and stakeholder engagement KPI frameworks.

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

Professionals apply it at project initiation, during governance reviews, in organisational change programmes, when managing cross-department dependencies, and in regulatory or community-facing initiatives. The methods transfer to any situation where outcomes depend on people outside the leader's direct control.