

STRATEGIC STAKEHOLDER MANAGEMENT AND INFLUENCE



GENTEX[®]
TRAINING CENTER



Step 1 Course Classification

Category: Business & Management Excellence Courses Subcategory: Leadership & Management Training Courses

Next-best alternative: Interpersonal Skills & Self-Development Training Courses but since the course centers on leading and influencing stakeholders within organizations, Leadership & Management is the closest match.

RELEVANT REASONING:

REASON: The course focuses on the essential management skills needed to effectively manage stakeholders: the core management competencies.

RELEVANT REASONING: The course provides a comprehensive framework for understanding and managing stakeholders, which is a key component of leadership and management. The course covers the identification, engagement, and alignment of stakeholders, which are critical skills for any leader or manager. The course also covers the use of influence and negotiation techniques, which are essential for managing complex stakeholder relationships. The course is highly relevant to the field of leadership and management.

Strategic Stakeholder Management and Influence Training Course

Introduction

Strategic stakeholder management has become a core leadership capability in modern organizations. Programs now succeed or fail based on how well their leaders identify, engage, and align the people who hold influence over outcomes. This Strategic Stakeholder Management and Influence Training Course gives participants a practical framework for mapping stakeholders, reading power and interest, and building coalitions that move decisions forward. Furthermore, it covers proven influence techniques, negotiation tactics, and communication strategies that work across internal and external groups. Participants also learn to manage resistance, handle competing priorities, and keep engagement active through long change programs. As a result, they leave with tools they can apply to real projects, real relationships, and real business results.



Strategic Stakeholder Management and Influence Course Objectives

- Map stakeholders using influence-interest grids, power-dynamics analysis, and salience models.
- Assess stakeholder positions, interests, and hidden agendas with structured analysis tools.
- Build engagement plans using the Mendelow Matrix and stakeholder engagement cycle.
- Apply influence tactics drawn from Cialdini's principles of persuasion.
- Design communication strategies tailored to each stakeholder group and channel.
- Lead difficult conversations using interest-based negotiation methods and the Thomas-Kilmann model.
- Manage resistance and convert blockers into active supporters.
- Build coalition maps and sponsorship plans for strategic initiatives.
- Track stakeholder sentiment using RACI-based engagement trackers and feedback loops.
- Apply ethical influence that sustains trust and long-term credibility.

Course Methodology

- Interactive workshops built around real stakeholder scenarios.
- Case studies from corporate, public sector, and nonprofit environments.
- Role-play exercises for influence, negotiation, and difficult conversations.
- Group work using stakeholder mapping and coalition-building templates.
- Facilitated discussion, peer feedback, and self-assessment tools.
- Action planning that links each technique to the participant's own workplace.

Who Should Take This Course



LEARN BOLD. LEAD BEYOND

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



- Senior managers and department heads leading cross-functional programs.
- Project, program, and change managers working with diverse stakeholder groups.
- Executives and directors who need to build buy-in for strategy.
- Team leaders and supervisors managing internal relationships and priorities.
- Consultants, analysts, and specialists who influence without direct authority.
- Government and public sector officials coordinating multiple parties.

Strategic Stakeholder Management and Influence Course Outlines

Day 1: Foundations of Stakeholder Management

- Defining stakeholders and distinguishing them from shareholders and audiences.
- Mapping the stakeholder landscape for a live organizational case.
- Applying the Mendelow Matrix to classify power and interest.
- Using the salience model for urgency, legitimacy, and power.
- Identifying stakeholder needs, expectations, and success criteria.
- Building a stakeholder register with clear ownership.
- Setting engagement objectives for a real initiative.

Day 2: Analysis and Engagement Planning

- Conducting power-dynamics and network analysis.
- Reading positions, interests, and underlying concerns.
- Segmenting stakeholders by influence level and readiness.
- Designing an engagement plan with actions, owners, and timelines.
- Selecting engagement channels: meetings, briefings, and digital updates.



LEARN BOLD. LEAD BEYOND

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



- Creating two-way feedback loops and reporting rhythms.
- Using RACI to clarify decision rights and responsibilities.

Day 3: Influence and Persuasion Skills

- Exploring Cialdini's six principles of persuasion in practice.
- Matching influence tactics to stakeholder type and context.
- Building credibility and expert power through evidence.
- Using storytelling and message framing for buy-in.
- Adjusting tone, timing, and channel for each audience.
- Practicing ethical influence that protects trust.
- Handling pushback while keeping relationships intact.

Day 4: Negotiation and Managing Resistance

- Applying interest-based negotiation to competing demands.
- Using the Thomas-Kilmann model to choose a conflict style.
- Preparing a negotiation brief with BATNA and trade options.
- Diagnosing sources of resistance: fear, loss, and uncertainty.
- Turning blockers into supporters through involvement.
- Managing difficult conversations with structured scripts.
- Escalating and resolving deadlocks without damage.

Day 5: Coalition Building and Sustaining Engagement

- Building coalition maps for strategic initiatives.
- Securing executive sponsorship and active championing.
- Coordinating multi-party communication across functions.



LEARN BOLD. LEAD BEYOND

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



- Measuring stakeholder sentiment and engagement health.
- Reviewing engagement results and adjusting the plan.
- Embedding stakeholder management into governance routines.
- Preparing a 90-day personal action plan.

Conclusion

By successfully completing Strategic Stakeholder Management and Influence, participants will gain the knowledge to map, analyze, and engage stakeholders with confidence. They will acquire practical influence and negotiation skills that turn resistance into support and align diverse interests around shared goals. Moreover, they will know how to sustain engagement through structured planning and measurement. Gentex Training Center designs this course to connect every framework to real workplace situations, so learners return ready to lead stakeholder relationships that deliver results.

FAQs

Q1 What is the "Strategic Stakeholder Management and Influence" course about?

It teaches leaders how to identify, analyze, and engage the people who affect their projects and decisions. The course covers stakeholder mapping, engagement planning, influence tactics, negotiation, and resistance management, so participants can build support and move initiatives forward.





Q2 What are the key benefits of the "Strategic Stakeholder Management and Influence" course?

Participants gain stronger buy-in for their initiatives, fewer blocked decisions, and better coordination across teams. They also improve their ability to manage conflict, protect key relationships, and keep long change programs on track. These benefits translate into faster approvals and more reliable delivery.

Q3 What skills will I gain from the "Strategic Stakeholder Management and Influence" course?

You will gain stakeholder mapping and analysis, strategic influence and persuasion, negotiation and conflict resolution, and coalition building and engagement planning. These four skills work together, letting you read a situation quickly and respond with the right approach.

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

The course covers the Mendelow Matrix, the salience model, power-interest grids, RACI matrices, Cialdini's principles of persuasion, the Thomas-Kilmann conflict model, BATNA-based negotiation, stakeholder registers, engagement trackers, and coalition mapping.



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

Participants apply the tools to live initiatives, mapping real stakeholders and drafting engagement plans. They practice negotiations and difficult conversations through role-play, then track sentiment and adjust their approach. The final action plan links each technique to their own workplace.