

## ADVANCED STAKEHOLDER ENGAGEMENT

Achieving Results through  
Improved Relationships  
and Communication



### **Kalipano Hotel**

Dowa - Malawi

**10-12 September 2025**

**Day 1:** 13:00AM-16:30PM

**Day 2-3:** 08:00AM-16:00PM

**Registration Fees:**

**MK1, 000, 000.00**

**VAT Exclusive**



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## Introduction

The Advanced Stakeholder Management training will sharpen your skills in confidently managing stakeholder relationships. The contemporary world of work revolves around stakeholders – suppliers, customers, employees, shareholders, financiers and many more; Project working typically increases the span and quantity of stakeholders, because of the indirect reporting lines, which often cross functional or even organizational boundaries. In the old days, management by command and control was effective and got things done, but these days, much more is required in terms of analyzing the relationships with the high priority stakeholders and managing them productively.

You will gain insights from short and specific theory blocks covering good practices, interactive exercises simulating stakeholder management situations, case study analysis, interpreting video materials and much more. You will also learn how to use Reflective Practice to analyze stakeholder encounters, following a helpful process that leads to the creation of powerful lessons that you can apply to your future work, to increase your effectiveness and increase your ability to impress people at all levels of an organization.

### Course Highlights:

- Vital aspects of working with high priority stakeholders
- Leveraging a defined stakeholder management process, to ensure a sound approach
- Separating high priority stakeholders from others
- Developing the key relationships with the high priority stakeholders
- Dealing with high pressure situations and resolving disagreements productively

### Objectives

- Develop an understanding of the stakeholder environment
- Craft strategies and plans that lead to successful outcomes
- Create impactful actions to manage stakeholder expectations
- Achieve beneficial outcomes from challenging situations
- Learn from experience and constantly improves your knowledge, skills, and practices

## Training Methodology

The course is built around a series of short theory blocks (approximately 35% of the course activity time), with the rest of the activities being highly interactive, including case study analysis, role plays and other simulations, viewing and interpreting video content at regular points. Participants will also benefit from feedback from their peers, as well as from a highly experienced instructor, who will lead the course.

### Organisational Impact

- Better project outcomes, from clearer understanding of stakeholder requirements
- Reduced costs in projects, due to clearer expectations being established earlier
- Faster project benefit delivery, due to early agreements accelerating the schedule
- Increased productivity, through enhanced stakeholder relationships
- Improved morale, through reduced conflict levels
- More time available to spend on achieving successful outcomes

### Personal Impact

- Feel confident dealing with high priority stakeholders
- Assess the stakeholder environment in a structured manner
- Understand their stakeholders' requirements and expectations
- Develop stakeholder management plans, based on appropriate strategies
- Manage the interpersonal relationships with priority stakeholders, at all levels
- Create continuous learning by reflective practice and improve their skills further

### Who Should Attend?

- Executives and managers
- Junior managers and supervisors
- Professional managers and staff, including HR, Finance and other business partners
- Personnel involved in transformation initiatives
- Internal consultants
- Program, project and PMO personnel
- Anyone who needs to interact with high priority stakeholders in their professional role – this course is aimed at people who already have some experience of managing stakeholders, including

## Course Outline

### First Principles of Managing Stakeholders

- Self-assessment of current skill levels and identification of areas for development
- The stakeholder engagement lifecycle, process, and key stages
- The potential outcomes from poorly conducted stakeholder engagement
- Negative factors in stakeholder engagements and how to avoid them
- Critical success factors in successful stakeholder engagements

### Developing an Appropriate Personal Brand and Projecting a Strong Image

- What is a personal brand and what does appropriate mean?
- The elements of a successful personal brand – education, experience, personality, authenticity, values, performance, providing value, consistency
- Developing your value proposition and 'elevator pitch'
- How to create presentations and reports that impress stakeholders
- Gaining access to senior stakeholders

### Assessing the High Priority Stakeholders

- Circles of Influence, differing frameworks and their use
- A range of frameworks for assessing stakeholder priority and their pros and cons
- Stakeholders' self-image, needs, concerns and behaviors
- Social style - quickly analyze stakeholder behavior and decide how to respond for a positive outcome - a deep dive into the technique
- Influencing without power, techniques, and tips for making a high impact

### Engaging and Managing Your Stakeholders

- Developing a stakeholder communications strategy
- Identifying specific concerns and tailoring the messages accordingly
- Creating a tailored stakeholder communications and engagement plan
- Setting up and managing stakeholder meetings
- Managing disagreements and moving to a productive outcome

### Negotiating Successful Outcomes

- The processes of negotiation
- Developing your negotiating position
- Negotiating using a principled approach
- Dealing with challenges
- Driving negotiations to mutually successful outcomes

Today's successful managers and leaders must build strong relationships with stakeholders. This is essential for successful running of projects, plans and events. Your stakeholder relationships can best develop by improving your ability to communicate, collaborate and engage with multiple stakeholders, across all communication channels.

The Stakeholder Engagement and Management training will help your skills in negotiating, influencing, communicating and persuading all the many internal and external stakeholders you might have to deal with. It is an ideal training course for those who work in a busy professional organisation and are seeking more responsibility.

### **Course Highlights:**

- Effective contact and communication with internal and external stakeholders
- Successful and meaningful engagement with individuals and teams of stakeholders
- Developing a strategic approach to stakeholder relationships
- Effective communication and emotional intelligence for stakeholder engagement
- Techniques for creating win-win outcomes through better negotiation
- Collaborative and coordination skills, plus convincing, persuading and influencing techniques

### **Objectives**

- Enhance and improve cross-functional relationship and build rapport, as well as manage stakeholders' expectations and gain their buying in
- Negotiate, influence, conciliate, convince, compromise, concede and persuade the internal and external stakeholders with divergent interests
- Identify, plan and execute Good, Best and Right Communication strategy to the internal and external Stakeholders
- Navigate the organisational politics to manage and resolve conflicts due to competing priorities, needs and demands
- Track Stakeholders expectations achievement through effective status monitoring, control, reporting and meaningful progress meetings

### **Training Methodology**

The course will utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes individual and group activities, role-

plays, small-group activities, short videos, and case studies. Enjoyable but learning based activities will be offered to the participants. This is a very practical course with many team and individual activities.

## **Who Should Attend?**

- Professionals who want to learn techniques to work with other colleagues
- Team leaders, supervisors, section heads and managers
- Professionals who have an interest in a management position
- Project, purchasing, finance and production officers and personnel
- Technical professionals including those in Maintenance, Engineering & Production
- Secretaries, clerks, administrative and support staff

## **Course Outline**

### **Stakeholders Engagement Process**

- Essentials of Stakeholders Management – Skills and Competencies
- Cooperate, work together, join forces and team up – what is the strategy?
- Identifying, anticipating and analysing Stakeholder’s requirements, demands and needs
- Managing tricky, complex, complicated, challenged and difficult Stakeholders
- The Stakeholders Prioritisation Game – Ramping Up and Ramping Down
- How to manage stakeholders’ expectations that can’t be managed effectively
- Strong and confident stakeholders’ relationships to ensure increased success

### **Building Strategic Relationships**

- How to build and manage key relationships within a stakeholder group
- Qualifying and managing key influencers accurately
- Producing a ‘relationship matrix’ for each account quickly and easily
- How best to approaching and developing new contacts
- Developing a coach or advocate in every client site pro-actively

### **Influence Skills when Working with Stakeholders**

- How to integrate your business style and solutions with the stakeholder’s needs and processes
- Getting your message and strategy across to C-level contacts

- Being able to better anticipate, identify, create, and develop opportunities within a group.
- Knowing your personalised value message: Differentiating your solutions clearly and accurately with customer/client-matched value statements.
- Tools, techniques and principles of influence.

### **Communication and Negotiation with Emotional Intelligence**

- Effective Communication and Emotional Intelligence
- Emotional Manager instead of Program/Project/Functional/Capability Lead Manager
- Effective Convincing, Persuading and Influencing techniques
- Collaborative and Coordinated skills – achieving commitment and consistency
- Compromise and Concession middle point
- Win to Win and Win to Lose
- Stakeholders Relationship game and rapport

### **Teamwork and Time Management for Stakeholder Relationship Building**

- Working with other stakeholders inside and outside your organisation to achieve your account goals
- Managing and working with a virtual team and creating cross-departmental communication loops
- Managing your time and stakeholders effectively on a daily basis
- Setting priorities, goals and account objectives for stakeholder relationship building.



#### **Certificates**

On successful completion of this training course, PALGNET Certificate will be awarded to the delegates

## CONTACTS



### **Pan African Learning and Growth Network (PALGNET)**

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