

Strategic Stakeholder Engagement: Influence, Alignment And Trust

Core skills developed



Decision making & judgement



Leading self & others



Analytical thinking & problem solving



Collaboration & teamwork



Productivity & personal effectiveness



Adaptability & learning agility



Relationship & stakeholder management



Emotional Intelligence (EQ)



Effective communication

Benefits

Engage stakeholders with clarity, credibility and intent

Stakeholder engagement matters when work depends on people with different priorities, perspectives or power. In these situations, success relies less on persuasion and more on judgement, credibility and the ability to sustain productive relationships over time.

This course develops a strategic, principled approach to stakeholder engagement. Participants work on analysing stakeholder landscapes effectively, clarifying engagement intent and choosing optimal engagement methods to build trust and alignment. The course also addresses the realities of resistance and disengagement, providing practical strategies to remain composed, credible, and constructive in challenging situations, ensuring participants maintain momentum across complex internal and external environments.

The result is clearer alignment, steadier progress, and more productive stakeholder relationships in complex, fast-moving work environments.



Course participants will develop strong professional credibility and influence, supporting more effective performance.



Stakeholders will benefit from clearer expectations, more meaningful involvement and more responsive follow through, supporting constructive collaboration and trust.



Your organisation will achieve stronger credibility and alignment between and with key stakeholders, supporting sustained cooperation across complex initiatives.

Modules

Mastering your engagement strategy

1

- Analysing high-priority business objectives and mapping stakeholders against prioritised influence criteria
- Auditing your professional mindset and skill set against industry-leading engagement principles

Competency: Build a data-backed stakeholder map that aligns engagement efforts with core organisational goals to maximise ROI

Communicating for maximum impact

2

- Tailoring communication styles and engagement levels to match specific stakeholder personas and profiles
- Optimising existing outreach channels to improve message clarity, brand alignment, and interpersonal trust

Competency: Execute a multi-channel communication plan that secures stakeholder buy-in and reduces friction in project delivery

Navigating resistance and difficult stakeholders

3

- Decoding the root causes of stakeholder disengagement and identifying the drivers behind obstructive behaviours
- Using high-stakes negotiation and responsive strategies to turn conflict into constructive collaboration

Competency: Foster collaborative partnerships by applying resolution techniques that convert stakeholder concerns into project-strengthening insights

Measuring success and strategic evolution

4

- Gathering targeted stakeholder insights through structured feedback mechanisms to inform future decision-making
- Evaluating engagement performance against project milestones to identify opportunities for ongoing process refinement

Competency: Drive continued stakeholder engagement with a performance-reporting framework that tracks engagement efficacy and informs the next stage of strategic planning

Outcomes

- ★ Confidently prioritise stakeholders and define objectives that genuinely maximise project impact
- ★ Plan and adapt engagement and communication approaches tailored to diverse contexts, building stronger relationships and alignment
- ★ Navigate and constructively address resistance and disengagement, helping to maintain momentum and credibility even in challenging situations