# Developing your Stakeholder Management Skills Training

Duration: **3 Day**

BILGINÇ IT Academy
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## Overview

Successful projects and business initiatives depend not only on technical expertise but also on the ability to engage stakeholders effectively. Stakeholder priorities, influence, and expectations often evolve throughout a project, making stakeholder management a dynamic and ongoing process rather than a one-time activity.

This practical workshop helps participants strengthen their stakeholder engagement capabilities by exploring how relationships change over time, how resistance develops, and how competing priorities can be managed more effectively. Through practical frameworks and real-world examples, participants gain the skills needed to build stronger stakeholder relationships and maintain alignment in changing environments.

## Prerequisites

There are no formal prerequisites for this course.

However, prior exposure to stakeholder management concepts or practical experience working with stakeholders will enhance the learning experience.

## Who Should Attend

This course is ideal for:

- Project Managers
- Business Analysts
- Product Managers
- Programme and Portfolio Managers
- Team Leaders
- Change Management Professionals
- Professionals working with technical and non-technical stakeholders

It is particularly valuable for individuals who already have a basic understanding of stakeholder management and want to further develop their skills.

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## What You Will Learn

By the end of this course, participants will be able to:

- Recognize the limitations of traditional stakeholder analysis tools
- Reassess stakeholder priorities as project conditions evolve
- Identify early signs of resistance and disengagement
- Understand the underlying causes of challenging stakeholder behaviors
- Develop stakeholder engagement plans based on value, risk, and strategic priorities
- Apply targeted communication and engagement strategies more effectively

## Outline

### Module 1: Understanding Stakeholder Dynamics

### Topics Covered

- Why stakeholder relationships evolve over time
- Stakeholder expectations throughout the project lifecycle
- Limitations of static stakeholder tools
- Continuous stakeholder assessment and adaptation
- Responding to changing business environments

### Practical Activities

- Reviewing real-world stakeholder scenarios
- Reassessing stakeholder maps and influence models

### Module 2: Refining Stakeholder Priorities

### Strategic Prioritization Framework

Participants learn how to determine where to focus their attention and engagement efforts using multiple strategic perspectives.

### Five Key Evaluation Areas

- Impact
- Strategic alignment
- Influence
- Risk
- Timing and urgency

### Practical Activities

- Building stakeholder prioritization matrices
- Identifying critical stakeholders
- Developing engagement focus plans

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## Module 3: Understanding Resistance and Conflict

### Topics Covered

- Common causes of stakeholder resistance
- Early warning signs of disengagement
- Hidden influence and informal networks
- Understanding sources of conflict

### Constructive Response Techniques

- Active listening
- Empathy and perspective-taking
- Clarifying expectations
- Building trust
- Creating mutual value

## Module 4: Turning Insight into Action

### Stakeholder Engagement Planning

- Developing targeted communication plans
- Managing stakeholder expectations
- Building engagement strategies
- Selecting effective communication channels

### Personal Stakeholder Toolkit

Participants create a practical stakeholder management toolkit that can be applied immediately in their own projects and business environments.

### Expected Outcomes

Upon completion, participants will be better equipped to manage evolving stakeholder relationships, respond effectively to resistance and conflict, and create engagement strategies that support project success and organizational alignment.