



Professional Certificate in Stakeholder Engagement & Relationship Management

08 - 12 Jun 2027
Kuala Lumpur



Professional Certificate in Stakeholder Engagement & Relationship Management

Ref.: 103600400_58082 **Date:** 08 - 12 Jun 2027 **Location:** Kuala Lumpur **Fees:** 5200 **Euro**

Course Overview

This 5-day training course empowers professionals to master the skills of stakeholder engagement and management. Through a mix of real-life case studies, interactive activities, and leadership-focused content, participants will learn to map stakeholders, build trust, manage expectations, and influence decisions. The course equips participants with frameworks to navigate conflict, lead in complex environments, and align stakeholders with organizational strategy.

Target Audience

- Mid to senior-level managers
- Project and program managers
- Business analysts and consultants
- Government and NGO officials
- Public relations and communication professionals
- Department heads and team leaders

Targeted Organizational Departments

- Strategy and Planning
- Public Relations & Communication
- Project Management Office PMO
- Corporate Affairs
- Human Resources
- Government Relations
- Community Engagement

Targeted Industries

- Government & Public Sector
- Energy & Infrastructure
- Healthcare
- Banking & Financial Services
- Non-Profit & International Development
- Telecommunications
- Education & Higher Ed



Course Offerings

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

- Identify and analyze stakeholder needs and interests
- Develop stakeholder engagement strategies
- Apply communication models for trust and influence
- Lead stakeholder consultations and negotiations
- Monitor and evaluate stakeholder relationships
- Align stakeholder goals with organizational outcomes

Training Methodology

- Expert-led interactive sessions
- Real-world case studies and simulations
- Stakeholder mapping exercises
- Peer collaboration and role-play
- Templates, checklists, and planning tools
- Reflection, feedback, and coaching moments

Course Toolbox

- Stakeholder Mapping Template
- Engagement Planning Checklist
- Case Study Workbook
- Communication Style Self-Assessment
- Sample Consultation Scripts
- Risk & Influence Matrix
- Certificate of Completion

Course Agenda

Day 1: Foundations of Stakeholder Management

- **Topic 1:** Introduction to Stakeholder Management & Engagement
- **Topic 2:** Principles of Stakeholder Influence and Power
- **Topic 3:** Stakeholder Mapping and Categorization Tools
- **Topic 4:** Understanding Stakeholder Needs and Expectations
- **Topic 5:** Building the Business Case for Engagement
- **Topic 6:** Ethics, Transparency, and Trust
- **Reflection & Review:** Identify key stakeholder dynamics in your own role



Day 2: Strategic Engagement Planning

- **Topic 1:** Engagement Strategy Frameworks and Planning Tools
- **Topic 2:** Setting Clear Objectives for Stakeholder Engagement
- **Topic 3:** Balancing Internal vs. External Stakeholder Interests
- **Topic 4:** Identifying Engagement Risks and Barriers
- **Topic 5:** Legal, Political, and Cultural Considerations
- **Topic 6:** Designing an Inclusive Engagement Plan
- **Reflection & Review:** Create an engagement plan for a current project

Day 3: Communication and Consultation Techniques

- **Topic 1:** Strategic Communication Models for Engagement
- **Topic 2:** Leading Stakeholder Consultations and Dialogues
- **Topic 3:** Tools for Virtual Stakeholder Engagement
- **Topic 4:** Managing Difficult Conversations and Resistance
- **Topic 5:** Influence without Authority
- **Topic 6:** Case Study: Stakeholder Crisis Response
- **Reflection & Review:** Practice leading a consultation session

Day 4: Leadership Role in Stakeholder Relationships

- **Topic 1:** Role of Executives and Team Leaders in Engagement
- **Topic 2:** Integrating Stakeholder Feedback into Strategy
- **Topic 3:** Collaborative Decision-Making Models
- **Topic 4:** Aligning Organizational Culture with Engagement Values
- **Topic 5:** Multi-Stakeholder Partnerships and Alliances
- **Topic 6:** Measuring Trust and Relationship Health
- **Reflection & Review:** Evaluate your leadership style in stakeholder roles

Day 5: Monitoring, Evaluation & Sustainability

- **Topic 1:** Creating Engagement KPIs and Success Indicators
- **Topic 2:** Monitoring Tools and Stakeholder Dashboards
- **Topic 3:** Reporting and Transparency Mechanisms
- **Topic 4:** Managing Change and Long-Term Relationships
- **Topic 5:** Sustaining Engagement in Crisis and Conflict
- **Topic 6:** Final Simulation: Strategic Stakeholder Challenge
- **Reflection & Review:** Present your stakeholder engagement strategy

FAQ



What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No formal prerequisites are required. However, a background in management, communication, or public-facing roles is beneficial.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session runs for 4-5 hours, totaling 20-25 hours of intensive training across 5 days.

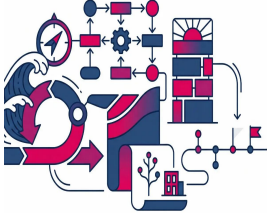
What if my stakeholders have conflicting interests and resist engagement?

This course dedicates full modules to managing conflicting interests, resolving resistance, and practicing techniques to build influence without authority.

How This Course is Different from Other Stakeholder Courses

Unlike standard project stakeholder courses, this program integrates adaptive leadership, long-term engagement planning, and trust-building into every phase. You'll not only learn how to engage stakeholders — you'll also develop the leadership mindset to influence them in complex environments. Our simulations, tools, and facilitator expertise are grounded in real-world challenges across industries.

Training Course Categories



Agile PM and Project Management Training Courses



Certified Courses By International Bodies



Communication & Public Relations Training Courses

Communication and Public Relations Training Courses



Data Analytics Training and Data Science Courses



Environment & Sustainability Training Courses



Finance and Accounting Training Courses



Governance, Risk and Compliance Training Courses



HR TRAINING & DEVELOPMENT

Human Resources Training and Development Courses



IT Security Training & IT Training Courses

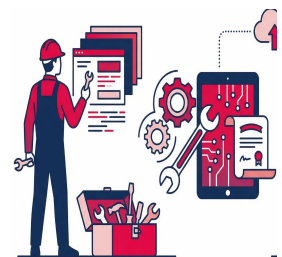


Leadership and Management Training Courses



PROCUREMENT LEGAL TRAINING CONTRACTING COURSES

Legal Training, Procurement and Contracting Courses



Maintenance Training and Engineering Training Courses

Training Course Categories



Marketing, Customer Relations, and Sales Courses



Occupational Health, Safety and Security Training Courses



Personal & Self-Development Training Courses



Quality and Operations Management Training Courses



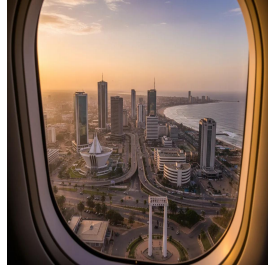
Secretarial and Administration Training Courses



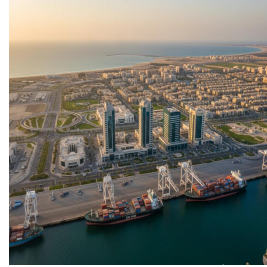
Training Cities



Abu Dhabi - UAE



Accra - Ghana



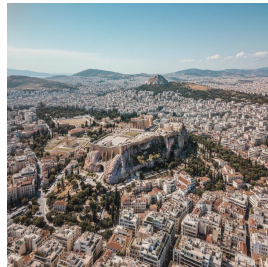
Al Jubail - Saudi Arabia



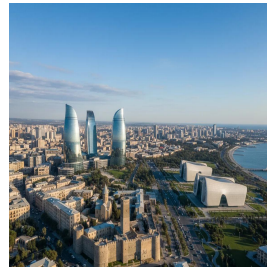
Amman - Jordan



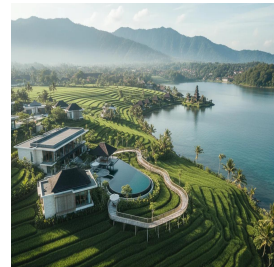
Amsterdam - Netherlands



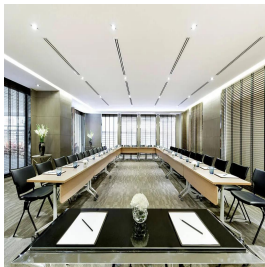
Athens - Greece



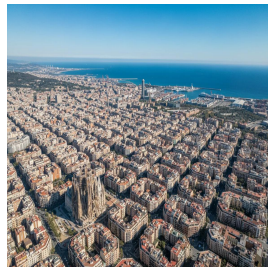
Baku - Azerbaijan



Bali - Indonesia



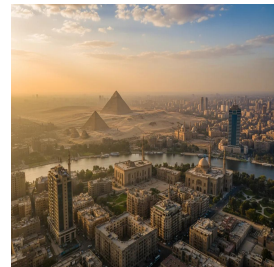
Bangkok - Thailand



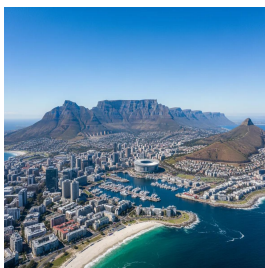
Barcelona - Spain



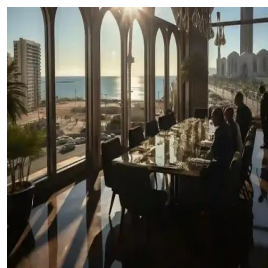
Berlin - Germany



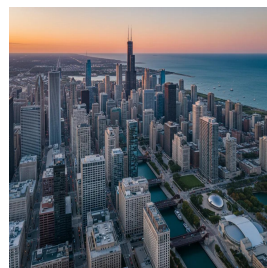
Cairo - Egypt



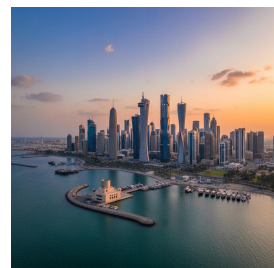
Cape town - South Africa



Casablanca - Morocco



Chicago - USA



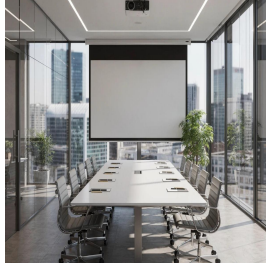
Doha - Qatar



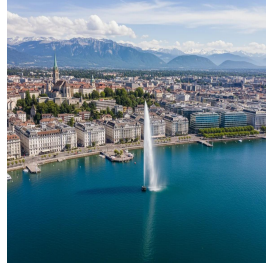
Training Cities



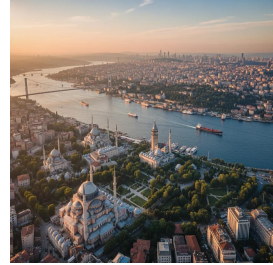
Dubai - UAE



Frankfurt - Germany



Geneva - Switzerland



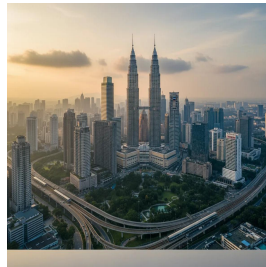
Istanbul - Turkey



Jakarta - Indonesia



Johannesburg - South Africa



Kuala Lumpur - Malaysia



Kuwait - Kuwait



Langkawi - Malaysia



Lisbon - Portugal



London - UK



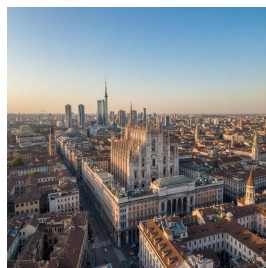
Madrid - Spain



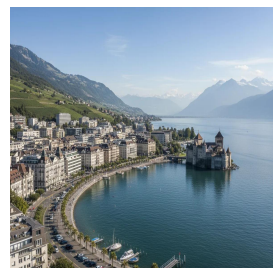
Manama - Bahrain



Marbella - Spain



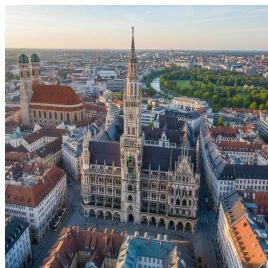
Milan - Italy



Montreux - Switzerland



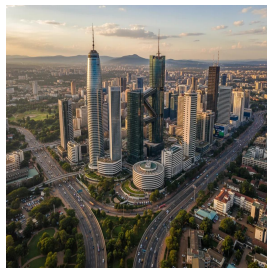
Training Cities



Munich - Germany



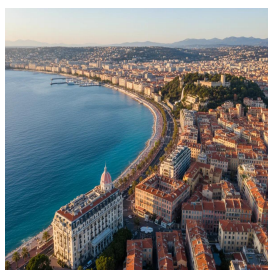
Muscat - Oman



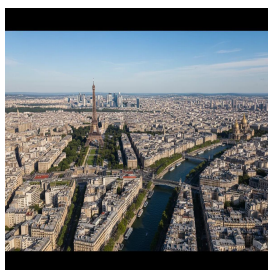
Nairobi - Kenya



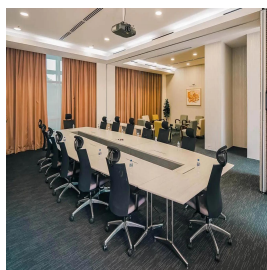
New York - USA



Nice - France



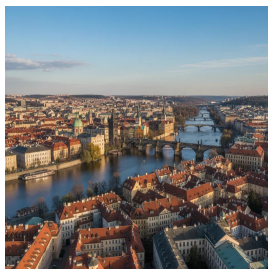
Paris - France



Phuket - Thailand



Porto - Portugal



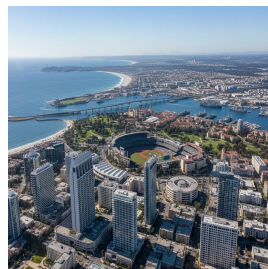
Prague - Czech Republic



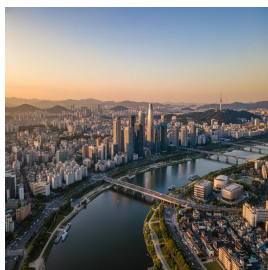
Riyadh - Saudi Arabia



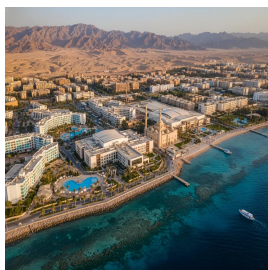
Rome - Italy



San Diego - USA



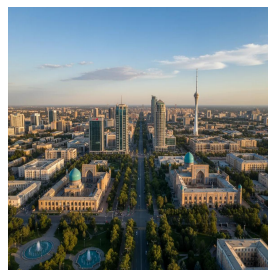
Seoul - South Korea



Sharm El-Sheikh - Egypt



Singapore - Singapore



Tashkent - Uzbekistan



Training Cities



Tbilisi - Georgia



Tokyo - Japan



Toronto - Canada



Trabzon - Turkey



Vienna - Austria



Zanzibar - Tanzania



**Zoom - Online
Training**