



Professional Certificate in Stakeholder Engagement & Relationship Management

02 - 06 Feb 2027
Madrid



AGILE LEADERS
Training Center



Professional Certificate in Stakeholder Engagement & Relationship Management

Ref.: 103600400_58115 **Date:** 02 - 06 Feb 2027 **Location:** Madrid **Fees:** 5700 **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 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



Human Resources Training and Development Courses



IT Security Training & IT Training Courses



Leadership and Management Training 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



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Training Cities



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Frankfurt - Germany



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Istanbul - Turkey



Jakarta - Indonesia



Johannesburg - South Africa



Kuala Lumpur - Malaysia



Kuwait - Kuwait



Langkawi - Malaysia



London - UK



Madrid - Spain



Manama - Bahrain



Marbella - Spain



Milan - Italy



Montreux - Switzerland



Munich - Germany



Training Cities



Muscat - Oman



Nairobi - Kenya



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



Tbilisi - Georgia



Tokyo - Japan



Training Cities



Trabzon - Turkey



Vienna - Austria



Zanzibar - Tanzania



**Zoom - Online
Training**

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



AGILE LEADERS
Training Center

CONTACT US

 UAE, Dubai Investment Park First

 +971585964727
+447700176600

 sales@agile4training.com