



Professional Certificate in Stakeholder Engagement & Relationship Management

27 September – 1 October 2027
Kuala Lumpur



Professional Certificate in Stakeholder Engagement & Relationship Management

Ref: 103600400_58081 **Date:** 27 September – 1 October 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.