

Stakeholder Engagement

Can your teams successfully drive a targeted, strategic approach to influence diverse stakeholders? Or can it be difficult for them to manage stakeholders in complex or challenging situations? Can they effectively adapt their communication style to appeal to disengaged business partners?

This stimulating course takes your teams' existing stakeholder engagement skills to the next level. They will develop the ability to successfully build relationships and influence diverse stakeholders – particularly in complex situations. Your organisation will boost its image even among your most challenging stakeholders, strengthening business

Objectives	Benefits
<ul style="list-style-type: none"> Implement a strategic stakeholder engagement approach that aligns with organisational values and business objectives 	<ul style="list-style-type: none"> Participants will develop a more strategic approach to engaging key stakeholders, increasing influence in complex and challenging situations
<ul style="list-style-type: none"> Develop a communication roadmap with targeted approaches for different stakeholders 	<ul style="list-style-type: none"> Internal and external stakeholders will increase trust, establish stronger connections and work collaboratively to achieve mutually beneficial objectives
<ul style="list-style-type: none"> Engage resistant, disengaged and hostile stakeholders 	<ul style="list-style-type: none"> Your organisation will earn a reputation as a credible, engaging partner, resulting in stronger connections that support business growth

- Developing level course: take your skills to the next level
- Experience: strong establishing level skills in engaging with stakeholders
- Minimum advanced (C1) level English



Stakeholder Engagement - Course outline

Module	Competency
Evaluating your stakeholder engagement approach <ul style="list-style-type: none">Analysing the engagement mindsetEvaluating your current engagement approach	<ul style="list-style-type: none">Set goals to improve your stakeholder engagement strategy by evaluating your approach against criteria for effective engagement
Your stakeholder engagement strategy <ul style="list-style-type: none">Strategically analysing your stakeholdersAdapting your engagement strategy	<ul style="list-style-type: none">Adapt your engagement strategy to positively influence diverse stakeholders
Your stakeholder communication approach <ul style="list-style-type: none">Evaluating your stakeholder communicationDeveloping a strategic communication plan	<ul style="list-style-type: none">Develop a communication plan for targeted stakeholders to effectively achieve your objectives
Sustaining engagement with challenging stakeholders <ul style="list-style-type: none">Identifying challenging stakeholder behaviourEngaging challenging stakeholders	<ul style="list-style-type: none">Sustain engagement with challenging stakeholders to maintain relationships