Strategic Stakeholder Management in Construction Projects Training Course

19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #CON8968_271897

Course Introduction / Overview:

Effective stakeholder management is the cornerstone of successful project delivery in the complex and dynamic construction industry. This intensive training course provides a comprehensive framework for identifying, analyzing, engaging, and managing the diverse stakeholders involved in construction projects, from clients and contractors to community groups and regulatory bodies. Moving beyond theoretical concepts, this program delves into the practical application of strategies that foster collaboration, mitigate risks, and ensure project objectives are met on time and within budget. Drawing on principles articulated by leading experts like Lynda Bourne, author of "Stakeholder Relationship Management: A Maturity Model for Organisational Implementation," this course emphasizes a proactive and strategic approach. Participants will learn to navigate the intricate web of relationships, expectations, and influences that can make or break a project. At BIG BEN Training Center, we have designed this curriculum to equip professionals with the essential communication, negotiation, and conflict resolution skills needed to build trust, manage expectations, and drive positive outcomes, transforming potential obstacles into opportunities for project success. This course is your definitive guide to mastering the art and science of stakeholder relations in the modern construction landscape.

Target Audience / This training course is suitable for:

- Project Managers and Project Directors.
- Construction Managers and Site Supervisors.
- Civil Engineers and Architects.
- Quantity Surveyors and Cost Engineers.
- Contract Managers and Administrators.
- Urban Planners and Real Estate Developers.
- Public Relations and Community Liaison Officers.
- Government Officials and Regulatory Agency Staff.
- Health, Safety, and Environment (HSE) Managers.
- Procurement and Supply Chain Professionals.

Target Sectors and Industries:

- Commercial and Residential Real Estate Development.
- Heavy Civil and Infrastructure Construction.
- Industrial and Manufacturing Plant Construction.
- Oil, Gas, and Energy Sector Projects.
- Public Sector and Governmental Agencies.
- Transportation and Logistics.
- Utilities and Telecommunications.
- Environmental and Waste Management Services.
- Consulting and Engineering Firms.

Target Organizations Departments:

- Project Management Office (PMO).
- Engineering and Design Departments.
- Operations and Site Management.
- Contracts and Procurement.
- Legal and Regulatory Compliance.
- Corporate Communications and Public Affairs.
- Health, Safety, and Environment (HSE).
- Planning and Development.
- Finance and Investment.

Course Offerings:

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

- Identify and categorize all potential stakeholders in a construction project.
- Conduct comprehensive stakeholder analysis using tools like power/interest grids.
- Develop a strategic and proactive stakeholder engagement plan.
- Create and implement a tailored construction project communication plan.
- Master effective communication techniques for diverse audiences.

- Apply proven negotiation strategies to achieve mutually beneficial outcomes.
- Implement conflict resolution models to manage disputes effectively.
- Manage stakeholder expectations throughout the project lifecycle.
- Build and maintain trust with key community and regulatory stakeholders.
- Develop robust reporting mechanisms for stakeholder communication.
- Navigate the complexities of public-private partnership (P3) stakeholder dynamics.
- Enhance project reputation through strategic public relations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply the learned concepts to their professional roles. We believe in learning by doing, moving beyond traditional lectures to a more immersive educational experience. The course heavily utilizes real-world construction project case studies to analyze both successful and failed stakeholder management strategies, allowing participants to dissect complex scenarios in a controlled environment. Interactive group discussions and brainstorming sessions will encourage the sharing of experiences and collaborative problem-solving. A significant portion of the training will be dedicated to role-playing exercises focusing on negotiation, conflict resolution, and public meetings, providing a safe space to practice and refine critical interpersonal skills. Participants will work in teams to develop a complete stakeholder management and communication plan for a hypothetical construction project, from initial analysis to final reporting. Our expert facilitators provide continuous feedback and guide participants through each stage, ensuring a deep and practical understanding of the material and fostering a dynamic and supportive learning atmosphere.

Course Agenda (Course Units):

Unit One Foundations of Stakeholder Management in Construction

- The Strategic Importance of Stakeholder Management in Project Success.
- Defining and Identifying Stakeholders in the Construction Ecosystem.
- Differentiating Between Internal, External, and Interface Stakeholders.
- The Project Stakeholder Management Lifecycle.
- Common Challenges and Pitfalls in Construction Stakeholder Relations.
- Ethical Considerations and Professional Responsibility in Stakeholder Engagement.
- Introduction to Key Theories and Frameworks.

Unit Two Stakeholder Analysis and Engagement Planning

- Techniques for Comprehensive Stakeholder Identification.
- Conducting Stakeholder Analysis using the Power, Interest, and Influence Matrix.
- Stakeholder Mapping and Prioritization Strategies.
- Assessing Stakeholder Needs, Expectations, and Potential Impact.
- Developing a Proactive Stakeholder Engagement Plan.
- Setting Clear Objectives and Key Performance Indicators (KPIs) for Engagement.
- Integrating the Stakeholder Plan with the Overall Project Management Plan.

Unit Three Effective Communication Strategies and Techniques

- Developing a Comprehensive Project Communication Plan.
- Crafting Clear and Consistent Messaging for Diverse Audiences.
- Choosing the Right Communication Channels and Tools.
- Techniques for Active Listening and Providing Constructive Feedback.
- Managing Project Meetings and Public Consultations Effectively.
- Digital Communication and Social Media in Construction Projects.
- Progress Reporting and Maintaining Transparency with Stakeholders.

Unit Four Managing Conflict and Negotiation with Stakeholders

- Understanding the Sources of Conflict in Construction Projects.
- Early Identification of Potential Disputes and Disagreements.
- Applying Conflict Resolution Models (e.g., Thomas-Kilmann Instrument).
- Principled Negotiation Techniques for Win-Win Outcomes.
- Mediation and Facilitation Skills for Project Managers.
- Managing Difficult Conversations and Unreasonable Demands.
- Documenting Agreements and Ensuring Follow-Through.

Unit Five Advanced Stakeholder Management and Future Trends

- Managing Community Relations and Social Impact.
- Navigating Political and Regulatory Environments.
- Crisis Communication Planning for Construction Incidents.
- Building Long-Term Relationships and Strategic Alliances.
- The Role of Sustainability and ESG in Stakeholder Engagement.
- Leveraging Technology for Enhanced Stakeholder Management.
- Case Study Workshop and Final Project Plan Presentation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the increasing demand for sustainable and socially responsible construction practices reshape the priorities and influence of non-traditional stakeholder groups in future infrastructure projects?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond generic project management theory to focus exclusively on the unique and high-stakes environment of the construction industry. While other programs may offer a single module on stakeholders, our entire five-day curriculum is dedicated to mastering this critical discipline. The core strength lies in its intensely practical approach, emphasizing real-world case studies drawn from major infrastructure, commercial, and residential projects. Participants do not just learn about stakeholder mapping; they create and defend a complete engagement plan for a complex, simulated project. The curriculum integrates communication, negotiation, and conflict resolution into a single, cohesive framework, recognizing that these skills are inseparable in practice. We explore the nuanced challenges specific to construction, such as community disruption, regulatory hurdles, and contractor-client relations, providing targeted strategies rather than one-size-fits-all solutions. The focus is on building practical capabilities through interactive role-playing and peer-to-peer learning, ensuring that attendees leave not with abstract knowledge, but with a refined skill set and the confidence to manage the intricate web of human relationships that defines every successful construction project.