# Crafting Powerful Strategies for Stakeholder Engagement and Partnership Building Training Course



19 - 23 Oct 2026

Berlin

5800 € (Per Person)

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## Course Introduction / Overview:

This comprehensive training course provides a strategic framework for mastering stakeholder engagement and partnership building in today's complex business and public environments. The ability to effectively identify, analyze, and communicate with stakeholders is no longer a soft skill, but a critical driver of project success, organizational reputation, and long-term sustainability. This course, offered by BIG BEN Training Center, is grounded in the foundational principles of relationship management and governance, drawing on the academic work of leading scholars like R. Edward Freeman, whose seminal book "Strategic Management: A Stakeholder Approach" laid the groundwork for modern stakeholder theory. We will explore advanced techniques for building trust, navigating conflicting interests, and transforming relationships from transactional to collaborative. Participants will learn how to create a proactive stakeholder management plan, ensuring all voices are heard and partnerships are built on mutual benefit and shared goals. By the end of this program, you will possess the tools to not only manage stakeholder expectations, but to turn them into powerful advocates and strategic allies. This is essential for anyone looking to drive meaningful change and achieve complex objectives.

## Target Audience / This training course is suitable for:

- Project managers and program directors.
- Public relations and corporate communication professionals.
- Community and government relations specialists.
- Non-profit leaders and advocacy officers.
- Business development and partnership managers.
- Anyone responsible for cross-functional collaboration.

## Target Sectors and Industries:

- Government agencies and public administration.
- Corporate and private sectors.
- Non-profit organizations and international development.
- Healthcare and public health.
- Energy, environment, and infrastructure.
- Technology and finance.

## Target Organizations Departments:

- Corporate Social Responsibility.
- Communications and Public Affairs.
- Strategic Planning.
- Marketing and External Relations.
- Project Management Office.
- Operations.

## Course Offerings:

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

- Conduct a comprehensive stakeholder analysis and mapping.
- Develop and implement a strategic stakeholder engagement plan.
- Build trust and credibility with diverse groups.
- Negotiate and manage competing interests effectively.
- Foster collaborative partnerships for shared success.
- Communicate complex information to different audiences.
- Identify and mitigate risks associated with stakeholder relationships.
- Leverage technology for efficient stakeholder communication.
- Measure the impact and return on investment of engagement initiatives.
- Build and lead a team focused on external relations.

## Course Methodology:

This training course at BIG BEN Training Center uses a highly interactive and practical approach to ensure participants can immediately apply their new skills. We move away from simple lectures and instead use a blend of engaging activities, including role-playing exercises, group case studies, and real-world scenarios. For example, participants will analyze case studies of successful and failed public-private partnerships, identifying key factors that led to their outcomes. Collaborative workshops will allow for peer-to-peer learning, where attendees can share challenges and best practices from their own organizations. The course also includes hands-on practice sessions for drafting communication plans and conducting difficult negotiation simulations. We emphasize a continuous feedback loop, not just for employees but for the participants themselves. Throughout the program, our experienced instructors provide personalized guidance and constructive feedback, creating a supportive learning environment that prepares professionals for the complexities of their roles.

## Course Agenda (Course Units):

### Unit One: Understanding Stakeholder Landscapes

- Introduction to stakeholder theory and its application.
- Identifying and categorizing different types of stakeholders.
- Conducting power and interest analysis.
- Mapping stakeholder relationships and networks.
- The role of ethics in stakeholder engagement.
- Understanding stakeholder influence and impact.
- Tools for stakeholder analysis and visualization.

### Unit Two: Designing a Strategic Engagement Plan

- Developing objectives for stakeholder engagement.
- Crafting tailored communication strategies for each group.
- Creating a stakeholder engagement matrix.
- Building a timeline and allocating resources.
- Setting key performance indicators (KPIs) for engagement success.
- Managing expectations and feedback loops.
- From engagement to collaborative relationships.

## Unit Three: Advanced Partnership Building

- Principles of effective partnership governance.
- Negotiating shared goals and resource allocation.
- Building trust and resolving conflicts in partnerships.
- Creating a shared vision and mission.
- Formalizing agreements and memoranda of understanding.
- Sustaining partnerships for long-term value.
- Case studies in successful and failed collaborations.

## Unit Four: Communication and Conflict Resolution

- Techniques for persuasive communication.
- Public speaking and presentation skills.
- Managing difficult conversations and negotiation.
- De-escalating conflict and finding common ground.
- The role of transparency in building trust.
- Communicating during a crisis.
- Leveraging social media for stakeholder communication.

## Unit Five: Measuring Impact and Future Trends

- Tools and metrics for evaluating engagement outcomes.
- Conducting post-project reviews with partners.
- Integrating stakeholder feedback into organizational strategy.
- Anticipating future trends in stakeholder relations.
- The impact of digital transformation on partnerships.
- Building a culture of external collaboration.
- The future of stakeholder capitalism.

# 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:

In an increasingly polarized world, is it truly possible to build consensus and shared value with stakeholders who have fundamentally opposing views and interests?

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

This training course distinguishes itself by focusing on the strategic connection between stakeholder engagement and genuine partnership building. While many programs teach the basics of communication, our content goes deeper, providing a robust framework for transforming simple interactions into strategic alliances that drive mutual value. We emphasize the critical importance of trust, transparency, and ethical conduct as the foundations of any lasting relationship. The course provides a blend of foundational theory from academic sources and real-world, practical case studies drawn from multiple sectors. This combination allows participants to understand not just the "how-to" of stakeholder management, but the "why." You'll learn to anticipate challenges, navigate complex power dynamics, and turn potential conflicts into collaborative opportunities. It is this comprehensive, holistic approach to building meaningful connections that sets this program apart from others.