Strategic Leadership and Stakeholder Engagement Training Course

02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #LE7583_286717

Course Introduction / Overview:

In today's interconnected business environment, leadership is no longer confined to internal team management. True influence is measured by a leader's ability to navigate the complex web of stakeholders, from investors and customers to employees and regulators. This course provides a comprehensive framework for mastering this critical competency. It moves beyond traditional leadership models to integrate the principles of strategic stakeholder engagement, ensuring that organizational goals are achieved through collaboration and mutual understanding. Drawing upon the foundational work of scholars like R. Edward Freeman, whose book "Strategic Management: A Stakeholder Approach" revolutionized business strategy, this program equips participants with the tools to identify, analyze, and effectively communicate with all relevant parties. At BIG BEN Training Center, we have designed this immersive experience to transform managers into strategic leaders who can build trust, mitigate risk, and drive sustainable growth by placing stakeholder relationships at the core of their decision-making process. This is not just a course on management; it is a deep dive into the art and science of building coalitions, fostering loyalty, and leading with impactful influence in a multi-stakeholder world.

Target Audience / This training course is suitable for:

- Team Leaders and Supervisors.
- Project and Program Managers.
- Department Heads and Directors.
- Senior and Executive-Level Leaders.
- Public Relations and Corporate Communications Professionals.
- Government Relations and Policy Advisors.
- Community Engagement Officers.
- Human Resources Business Partners.
- Product and Marketing Managers.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Engineering, Construction, and Real Estate.
- Oil, Gas, and Energy.
- Manufacturing and Industrials.
- Retail and Consumer Goods.
- Consulting and Professional Services.
- Non-Profit and Non-Governmental Organizations.
- Government Agencies and Public Sector Bodies.

Target Organizations Departments:

- Executive Management and Leadership.
- Project Management Office (PMO).
- Corporate Communications and Public Relations.
- Human Resources and Talent Development.
- Marketing and Sales.
- Operations and Supply Chain Management.
- Strategy and Corporate Development.
- Legal and Regulatory Affairs.
- Customer Service and Relations.

Course Offerings:

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

- Develop a comprehensive stakeholder map to identify and prioritize key individuals and groups.
- Apply psychological principles of influence and persuasion to gain stakeholder buy-in.
- Design and implement a strategic stakeholder communication and engagement plan.
- Master negotiation and conflict resolution techniques to manage competing interests.
- Lead organizational change initiatives while effectively managing stakeholder resistance.
- Utilize emotional intelligence to build and maintain high-trust relationships.
- Analyze complex stakeholder networks to anticipate risks and opportunities.
- Align departmental objectives with broader stakeholder expectations for enhanced synergy.
- Communicate the organizational vision compellingly to diverse audiences.
- Foster a stakeholder-centric culture within their teams and departments.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum knowledge retention and practical application. This course eschews traditional lecture-based formats in favor of a dynamic, interactive, and participant-centered learning environment. We believe that leadership and stakeholder engagement skills are best developed through practice and reflection. Therefore, the program is built around a series of real-world case studies, challenging participants to analyze complex scenarios and devise effective strategies. Interactive group discussions and brainstorming sessions encourage the sharing of diverse perspectives and collaborative problem-solving. A significant portion of the course is dedicated to role-playing exercises, where participants can practice crucial skills like negotiation, conflict resolution, and influential communication in a safe and constructive setting. Facilitators provide immediate, personalized feedback to guide development. Participants will also work in teams on a capstone project to develop a complete stakeholder engagement plan, applying the models and tools learned throughout the five days. This hands-on, experiential approach ensures that attendees leave not just with new knowledge, but with the confidence and competence to apply these skills immediately in their professional roles.

Course Agenda (Course Units):

Unit One Foundations of Modern Leadership and Stakeholder Identification

- The evolution from management to influential leadership.
- Core principles of stakeholder theory in business strategy.
- Techniques for identifying internal and external stakeholders.
- Conducting a preliminary stakeholder categorization.
- Introduction to the Power/Interest Grid for stakeholder prioritization.
- Defining the scope of influence and impact for each stakeholder group.
- Ethical considerations in stakeholder management.

Unit Two The Psychology of Influence and Advanced Stakeholder Analysis

- Understanding the six principles of persuasion by Robert Cialdini.
- Applying emotional intelligence (EQ) to build rapport and trust.
- Conducting in-depth stakeholder analysis and needs assessment.
- Mapping stakeholder relationships, alliances, and influence pathways.
- Identifying potential champions, blockers, and neutral parties.
- Assessing stakeholder risk and developing mitigation strategies.
- Developing stakeholder profiles for targeted engagement.

Unit Three Strategic Communication and Engagement Planning

- Crafting compelling messages tailored to different stakeholder audiences.
- Developing a multi-channel stakeholder communication plan.
- Techniques for facilitating productive and inclusive meetings.
- Mastering presentation skills for high-stakes communication.
- The art of active listening and asking powerful questions.
- Managing information flow and ensuring transparency.
- Leveraging digital tools for stakeholder communication.

Unit Four Negotiation, Conflict Resolution, and Managing Resistance

- Fundamentals of principled negotiation for win-win outcomes.
- Strategies for managing difficult conversations and delivering bad news.
- Techniques for de-escalating conflict and finding common ground.
- Identifying the root causes of stakeholder resistance to change.
- Building coalitions and consensus among diverse groups.
- Mediating disputes between competing stakeholder factions.
- Turning adversaries into allies through strategic engagement.

Unit Five Leading Change and Cultivating Sustainable Alliances

- The leader's role in sponsoring and driving organizational change.
- Frameworks for leading change while maintaining stakeholder support.
- Strategies for building and maintaining long-term stakeholder trust.
- Measuring the effectiveness of stakeholder engagement initiatives.
- Creating a stakeholder-centric culture within the organization.
- Developing a personal action plan for continuous improvement.
- Capstone exercise: Integrating all concepts into a final strategic plan.

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 era of radical transparency, how does a leader balance the conflicting demands of diverse stakeholders without compromising organizational integrity or long-term vision?

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

This course distinguishes itself by holistically integrating the psychology of leadership with the practical mechanics of stakeholder management. While many programs treat these as separate disciplines, we recognize that one cannot be effective without the other. Our curriculum moves beyond simply presenting theoretical models like the Power/Interest Grid; it delves into the nuanced human dynamics of influence, trust-building, and conflict resolution. We focus on the "how" and "why" of stakeholder behavior, equipping leaders with the emotional intelligence and communication strategies needed to navigate complex interpersonal and political landscapes. The emphasis is on building sustainable, value-driven relationships rather than executing transactional management tasks. Through intensive role-playing of difficult conversations and multi-party negotiations, participants gain practical experience in a controlled environment. The course is designed not just to impart knowledge, but to fundamentally shift a leader's perspective, fostering a proactive, empathetic, and strategic approach to engaging with every individual and group that has a stake in their organization's success. This focus on deep-seated behavioral change and relational mastery provides a lasting competitive advantage.