Strategic Leadership and Stakeholder Management for PMs Training Course



16 - 20 Nov 2026

Madrid

5900 € (Per Person)

Ref: #PMP5521_74918

Course Introduction / Overview:

This course transcends traditional project management training by focusing on the two most critical success factors in complex projects: executive leadership and strategic stakeholder engagement. In today's dynamic business environment, technical proficiency alone is insufficient for project managers to deliver true value. This program is designed to equip participants with the sophisticated leadership and communication skills needed to navigate organizational politics, influence key decision-makers, and align project outcomes with strategic business objectives. Drawing on principles from thought leaders like John C. Maxwell on influence and the frameworks discussed in works such as "A Guide to the Project Management Body of Knowledge (PMBOK Guide)", this course provides a comprehensive roadmap for mastering the art of stakeholder relations. Participants will move beyond simple management to become true project leaders, capable of building consensus, resolving conflict, and inspiring high-performance teams. BIG BEN Training Center has developed this curriculum to bridge the gap between project execution and strategic leadership, ensuring that graduates can confidently lead initiatives that deliver lasting organizational impact and stakeholder satisfaction. This is an immersive learning experience focused on practical application and real-world challenges.

Target Audience / This training course is suitable for:

- Project Managers and Senior Project Managers.
- Program and Portfolio Managers.
- Project Team Leaders and Supervisors.
- PMO Managers and Staff.
- Business Analysts and Project Coordinators.
- Operations Managers involved in projects.
- Technical Leads aspiring to management roles.
- Consultants responsible for project delivery.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Construction and Engineering.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Oil, Gas, and Energy.
- Manufacturing and Logistics.
- Governmental and Public Sector Agencies.
- Consulting and Professional Services.

Target Organizations Departments:

- Project Management Office (PMO).
- Engineering and Product Development.
- Information Technology (IT).
- Operations and Production.
- Strategy and Business Planning.
- Research and Development (R&D).
- Marketing and Sales.
- Human Resources.

Course Offerings:

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

- Develop a personal leadership style that inspires and motivates cross-functional project teams.
- Conduct comprehensive stakeholder analysis using tools like power/interest grids and influence maps.
- Design and implement a strategic stakeholder engagement and communication plan.
- Master advanced techniques for influencing without formal authority.
- Effectively negotiate resources and priorities with senior management and clients.
- Proactively manage and resolve conflicts among diverse stakeholder groups.
- Build and maintain trust with key stakeholders throughout the project lifecycle.
- Align project objectives and deliverables with overarching organizational strategy.
- Present project status and business value compellingly to executive leadership.
- Lead project governance meetings with confidence and strategic insight.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's work environment. This course moves beyond theoretical lectures to immerse participants in a dynamic learning journey. A significant portion of the training is dedicated to hands-on activities, including realistic case studies drawn from various industries, which challenge participants to analyze complex stakeholder scenarios and develop actionable strategies. Collaborative group exercises and workshops encourage peer-to-peer learning and the exchange of diverse perspectives on leadership and engagement challenges. Role-playing sessions will simulate difficult conversations, such as negotiating with a resistant stakeholder or presenting bad news to a project sponsor, providing a safe space to practice and receive constructive feedback. The facilitator will guide discussions, introduce proven frameworks, and share best practices, ensuring that theoretical concepts are always linked to practical application. This blended approach ensures that participants not only understand the principles of executive leadership and stakeholder engagement but also leave with the confidence and skills to implement them immediately within their own projects.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Project Leadership

- The Evolution from Project Manager to Project Leader.
- Distinguishing Between Leadership and Management in a Project Context.
- Exploring Leadership Styles: Situational, Transformational, and Servant Leadership.
- Developing Emotional Intelligence (EQ) for Effective Leadership.
- Aligning Project Goals with Corporate Strategy and Vision.
- The Leader's Role in Defining Project Success and Value Delivery.
- Ethical Considerations and Maintaining Integrity in Project Leadership.

Unit Two: Advanced Stakeholder Analysis and Mapping

- Identifying the Full Spectrum of Project Stakeholders.
- Techniques for Stakeholder Categorization and Prioritization.
- Conducting In-depth Stakeholder Analysis: Interests, Influence, and Impact.
- Creating and Utilizing a Power/Interest Grid.
- Developing Stakeholder Personas to Understand Motivations and Expectations.
- Mapping Stakeholder Relationships and Communication Channels.
- Assessing and Managing Stakeholder Risk and Resistance.

Unit Three: Crafting the Stakeholder Engagement and Communication Plan

- The Principles of Strategic Communication in Projects.
- Developing a Comprehensive Stakeholder Engagement Plan.
- Tailoring Communication Styles and Messages for Different Audiences.
- Establishing a Project Communication Matrix and Rhythm.
- Leveraging Digital Tools for Effective Stakeholder Communication.
- Techniques for Building Rapport, Trust, and Credibility.
- Managing Expectations and Ensuring Consistent Information Flow.

Unit Four: Influence, Negotiation, and Conflict Resolution

- The Art of Influencing Without Formal Authority.
- Building and Leveraging Your Professional Network.
- Key Principles of Persuasion and Negotiation for Project Managers.
- Preparing for and Conducting Successful Negotiations.
- Identifying the Root Causes of Stakeholder Conflict.
- Strategies for Mediation and Conflict Resolution.
- Managing Difficult Stakeholders and Challenging Conversations.

Unit Five: Leading Teams and Navigating Organizational Politics

- Building and Leading High-Performance Project Teams.
- Fostering a Culture of Collaboration and Accountability.
- Effective Delegation and Empowerment of Team Members.
- Understanding and Navigating the Organization's Political Landscape.
- Presenting to Executive Leadership and Project Steering Committees.
- Managing Upwards: Engaging and Supporting Your Project Sponsor.
- Sustaining Stakeholder Engagement Through Project Closure and Beyond.

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 can a project manager ethically balance the conflicting interests of powerful stakeholders while maintaining project integrity and team morale?

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

This course distinguishes itself by moving beyond the procedural aspects of project management to cultivate the strategic acumen and interpersonal finesse that define elite project leaders. While many courses focus on tools and templates for scheduling and budgeting, this program concentrates on the nuanced and often challenging human elements of project success. We provide a deep dive into the psychology of influence, the art of negotiation, and the complexities of navigating corporate politics, skills that are critical for managing senior stakeholders and executive sponsors. The curriculum is built around a philosophy of practical application, using immersive, real-world case studies and role-playing scenarios rather than abstract theory. Participants will not just learn about stakeholder analysis; they will practice it, defend their strategies, and receive expert feedback. This holistic approach ensures that graduates are equipped not only to manage projects but to lead them, transforming from task-oriented managers into strategic partners who can drive value, build consensus, and deliver results in even the most complex organizational environments.