Stakeholder-Centric Project Leadership and Communication Training Course

07 - 11 Dec 2026

Amsterdam

5900 € (Per Person)

Ref: #PRM2558_14961

Course Introduction / Overview:

In the intricate world of modern business, a project's success hinges not just on a well-defined plan, but on the project manager's ability to effectively engage and manage its diverse stakeholders. This training course, "Stakeholder-Centric Project Leadership and Communication Training Course," from BIG BEN Training Center, is designed to provide professionals with a comprehensive and actionable framework for mastering these critical skills. The curriculum is deeply informed by influential academic theories and practices, drawing from the works of management thinkers like Dr. Max H. Bazerman, a leading expert on negotiation and decision-making, whose research has profoundly impacted corporate strategy. This program moves beyond traditional project management methodologies to focus on the human element, including advanced communication strategies, conflict resolution, and the art of persuasion. By delving into topics such as stakeholder mapping, expectation management, and ethical communication, this course empowers participants to build strong, collaborative relationships that are essential for navigating complex project landscapes. It provides the tools and insights needed to turn potential roadblocks into opportunities for growth and to ensure that all parties are aligned toward a shared vision of success.

Target Audience / This training course is suitable for:

- Project Managers and Coordinators.
- Program and Portfolio Managers.
- Team Leaders and Supervisors.
- Business Development and Sales Professionals.
- Change Management Specialists.
- Anyone responsible for client or stakeholder relations.
- Professionals seeking to improve their negotiation and influence skills.

Target Sectors and Industries:

- Information Technology.
- Consulting and Professional Services.
- Healthcare and Pharmaceuticals.
- Financial Services.
- Government Agencies.
- Manufacturing.
- Telecommunications.

Target Organizations Departments:

- Project Management Office (PMO).
- Corporate Communications.
- Client Relations and Account Management.
- Business Development.
- Marketing.
- Human Resources.
- Legal and Compliance.

Course Offerings:

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

- Develop comprehensive strategies for stakeholder identification and analysis.
- Master effective communication techniques to manage stakeholder expectations.
- Navigate and resolve conflicts to maintain project momentum.
- Utilize advanced negotiation skills to achieve project objectives.
- Build and maintain strong, trust-based relationships with all stakeholders.
- Tailor communication styles to influence diverse audiences.
- Implement a proactive approach to stakeholder engagement and risk mitigation.

Course Methodology:

This training course employs a highly interactive and practical methodology designed to facilitate deep learning and immediate skill application. The approach is grounded in experiential learning, emphasizing hands-on exercises, group discussions, and realistic case studies that mirror the complex stakeholder dynamics of actual projects. A core component of the methodology is intensive role-playing, where participants practice crucial skills such as presenting to senior executives, negotiating with vendors, and mediating disputes between conflicting parties. These simulations provide a safe and controlled environment to refine communication styles and negotiation tactics. The program also integrates a peer feedback system, allowing participants to receive constructive criticism and valuable insights from their colleagues. Delivered by expert facilitators from BIG BEN Training Center, this methodology ensures that participants not only acquire theoretical knowledge but also develop the practical competence and confidence needed to build consensus and drive project success in any organizational context.

Course Agenda (Course Units):

Unit One: The Foundation of Stakeholder Management.

- Defining project stakeholders and their importance.
- Techniques for identifying and analyzing stakeholders.
- Stakeholder mapping and power-interest grid.
- Creating a comprehensive stakeholder register.
- Establishing a stakeholder engagement plan.
- Understanding stakeholder motivations and expectations.
- Communicating value to different stakeholder groups.

Unit Two: Advanced Communication for Project Leaders.

- Principles of persuasive and influential communication.
- Adapting communication styles for diverse audiences.
- Techniques for active listening and empathetic responses.
- Delivering effective and compelling project presentations.
- Communicating bad news and managing difficult conversations.
- Utilizing storytelling to build project buy-in.
- The role of non-verbal cues in communication.

Unit Three: Navigating Conflict and Negotiation.

- The nature and sources of conflict in projects.
- Conflict resolution models and strategies.
- Mediating disputes between stakeholders.
- Principles of successful negotiation.
- Negotiating for resources, timelines, and scope changes.
- Building a collaborative negotiation mindset.
- Resolving disagreements with a positive outcome.

Unit Four: Building and Maintaining Trust.

- The importance of trust in stakeholder relationships.
- Strategies for building and rebuilding trust.
- Ethical considerations in stakeholder engagement.
- Managing expectations and delivering on promises.
- Leveraging emotional intelligence to connect with stakeholders.
- Building rapport and fostering long-term professional relationships.
- The impact of transparency and integrity.

Unit Five: Stakeholder Management in Practice.

- A comprehensive case study on stakeholder-centric projects.
- Applying learned skills to a complex project scenario.
- Managing virtual and geographically dispersed stakeholders.
- Handling difficult stakeholders and resistance to change.
- Developing a personal action plan for continuous improvement.
- Future trends in stakeholder engagement.
- Course wrap-up and final reflection.

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:

To what extent does a project manager's ability to ethically align the diverse, often conflicting, interests of all stakeholders serve as a more reliable indicator of project success than a rigid adherence to the initial budget and timeline?

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

This training course is distinguished by its focused and academic approach to stakeholder management, a discipline often treated as a secondary topic in broader project management programs. Developed by BIG BEN Training Center, this curriculum provides a deep, specialized dive into the art and science of stakeholder engagement and communication. We move beyond generic advice to offer a structured, psychological, and ethical framework for understanding, influencing, and collaborating with all project stakeholders. The program's core strength lies in its emphasis on real-world, hands-on practice through intensive role-playing and case studies that simulate complex interpersonal dynamics. Unlike other courses that may only provide theoretical overviews, this training builds tangible skills in negotiation, conflict resolution, and relationship building. It prepares participants to navigate the nuanced social landscape of modern projects, ensuring they can not only complete their tasks but also build the consensus and support necessary for true, sustainable success. This specialized focus and practical application make the course an invaluable investment for any professional whose work depends on the cooperation of others.