Advanced Project Team Leadership and Stakeholder Management Training Course

26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #PRM8682_280501

Course Introduction / Overview:

This intensive training course is designed to equip leaders with the dual competencies of building and guiding high-performance project teams while strategically managing complex stakeholder relationships. In today's project-driven world, technical skills alone are insufficient for success. True project excellence is achieved through mastering the art of human dynamics, both within the team and across the organizational landscape. This program delves deep into the principles of effective team leadership, drawing on established frameworks and contemporary practices to foster collaboration, motivation, and peak performance. As the renowned author Patrick Lencioni outlines in his book, "The Five Dysfunctions of a Team," a cohesive and trusting team is the ultimate competitive advantage. This course, offered by BIG BEN Training Center, translates such powerful concepts into actionable strategies. Participants will learn to diagnose team health, resolve conflicts, and create a culture of accountability. Simultaneously, the curriculum provides a robust toolkit for stakeholder engagement, covering everything from initial analysis and mapping to sophisticated communication, negotiation, and influence strategies, ensuring projects not only meet their technical goals but also gain the crucial support needed for successful implementation and adoption.

Target Audience / This training course is suitable for:

- Project Managers and Project Leaders.
- Team Leaders and Supervisors.
- Program Managers and Portfolio Managers.
- Department Heads and Functional Managers.
- Senior Executives and Business Leaders.
- Product Owners and Scrum Masters.
- Consultants and Project Sponsors.
- Aspiring managers and individuals on a leadership track.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Construction and Engineering.
- Healthcare and Pharmaceuticals.
- Banking, Finance, and Insurance.
- Oil and Gas.
- Manufacturing and Logistics.
- Governmental agencies and public sector organizations.
- Consulting and Professional Services.

Target Organizations Departments:

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

Course Offerings:

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

- Develop a clear vision and establish compelling goals for project teams.
- Apply leadership models to foster a culture of high performance and accountability.
- Diagnose team dynamics and effectively manage stages of team development.
- Implement advanced strategies for motivating and empowering team members.
- Master techniques for identifying, analyzing, and prioritizing project stakeholders.
- Create and execute comprehensive stakeholder communication and engagement plans.
- Employ sophisticated influencing and negotiation tactics to manage stakeholder expectations.
- Proactively resolve conflicts within the team and with external stakeholders.
- Integrate team leadership and stakeholder management to drive project success.
- Lead organizational change initiatives associated with project delivery.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, moving beyond traditional lecture-based learning. This course employs a blended approach that combines expert-led instruction with hands-on application to ensure deep comprehension and skill retention. Participants will engage in a variety of learning activities, including detailed case study analyses of real-world project challenges, collaborative group workshops, and dynamic team-based exercises. Role-playing scenarios will be used extensively to allow participants to practice crucial skills like conflict resolution, stakeholder negotiation, and team motivation in a safe and constructive environment. The facilitator will guide discussions, provide personalized feedback, and encourage peer-to-peer learning, creating a rich and collaborative atmosphere. We emphasize the practical application of concepts, ensuring that participants leave not just with theoretical knowledge but with tangible tools, frameworks, and strategies they can immediately implement in their own work environments. This focus on experiential learning ensures that the skills mastered during the course translate directly into improved leadership effectiveness and project outcomes.

Course Agenda (Course Units):

Unit One: Foundations of High-Performance Team Leadership

- Defining the characteristics of a high-performance project team.
- Contrasting traditional management with modern project leadership.
- Exploring key leadership styles: situational, servant, and transformational leadership.
- Understanding the Tuckman model of team development (Forming, Storming, Norming, Performing).
- Establishing clear team charters, roles, and responsibilities.
- Setting SMART goals and a compelling vision for the project team.
- The leader's role in building a foundation of psychological safety and trust.

Unit Two: Cultivating Team Dynamics and Performance

- Advanced communication techniques for effective team collaboration.
- Strategies for motivating diverse and multi-generational project teams.
- Techniques for providing constructive feedback and managing performance.
- Identifying the root causes of team conflict and applying resolution strategies.
- Facilitating productive team meetings and decision-making processes.
- Leveraging emotional intelligence to enhance team cohesion and leadership effectiveness.
- Developing a culture of continuous improvement and shared accountability.

Unit Three: Fundamentals of Stakeholder Engagement

- Identifying the full spectrum of project stakeholders.
- Conducting a comprehensive stakeholder analysis.
- Using tools like the Power/Interest Grid for stakeholder prioritization.
- Mapping stakeholder relationships and influence pathways.
- Understanding stakeholder needs, expectations, and potential impacts.
- Developing a stakeholder register for effective tracking and management.
- The ethical considerations of stakeholder engagement and management.

Unit Four: Advanced Stakeholder Management Strategies

- Developing a strategic stakeholder communication plan.
- Techniques for influencing without formal authority.
- Mastering negotiation skills for win-win outcomes with stakeholders.
- Strategies for managing difficult, resistant, or disengaged stakeholders.
- Building and maintaining long-term stakeholder relationships and alliances.
- Reporting project progress and performance to different stakeholder groups.
- Managing stakeholder expectations throughout the project lifecycle.

Unit Five: Integrating Leadership and Engagement for Project Success

- Aligning team performance with stakeholder expectations and project goals.
- Leading teams through project-related organizational change.
- The role of project governance in managing stakeholder interests.
- Facilitating effective stakeholder review meetings and steering committees.
- Developing personal leadership action plans for continuous development.
- Crisis management communication with teams and stakeholders.
- Capstone simulation: Applying integrated skills to a complex project scenario.

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 leader ethically balance the conflicting interests of powerful stakeholders while maintaining the morale and performance of their project team?

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

This course distinguishes itself by adopting a holistic and integrated approach to project leadership, recognizing that team performance and stakeholder engagement are two sides of the same coin. Unlike programs that treat these as separate disciplines, our curriculum is built on the principle that a leader's ability to manage external stakeholders is directly influenced by the health and cohesion of their internal team, and vice versa. We move beyond theoretical models to focus on the complex human dynamics at the heart of every project. The curriculum emphasizes the development of emotional intelligence and adaptive leadership, critical competencies for navigating the modern project environment. Through a series of intensive, reality-based simulations and case studies, participants are challenged to apply their learning in scenarios that mirror the pressures and ambiguities of their own workplaces. This practical, application-focused methodology ensures that attendees do not just learn concepts but master the skills needed to influence, negotiate, and lead with confidence. The focus is on building strategic capability rather than just providing a set of tools, empowering leaders to drive success even in the most challenging project contexts.