

PROJECT MANAGEMENT | COURSE BROCHURE

Managing Project Stakeholders

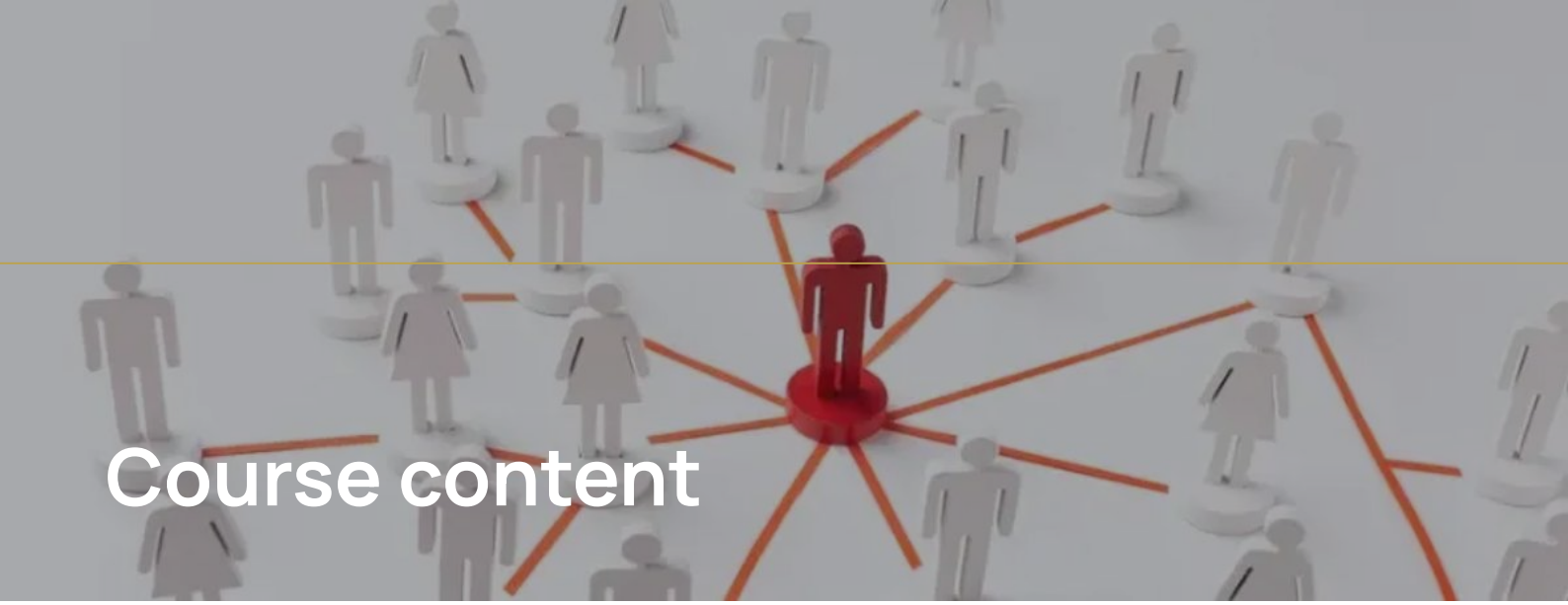
5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

This course focuses on effectively managing project stakeholders to ensure successful project outcomes. Participants will learn to identify, analyse, and engage stakeholders, balancing their needs and expectations throughout the project lifecycle, ultimately enhancing project delivery and stakeholder satisfaction.

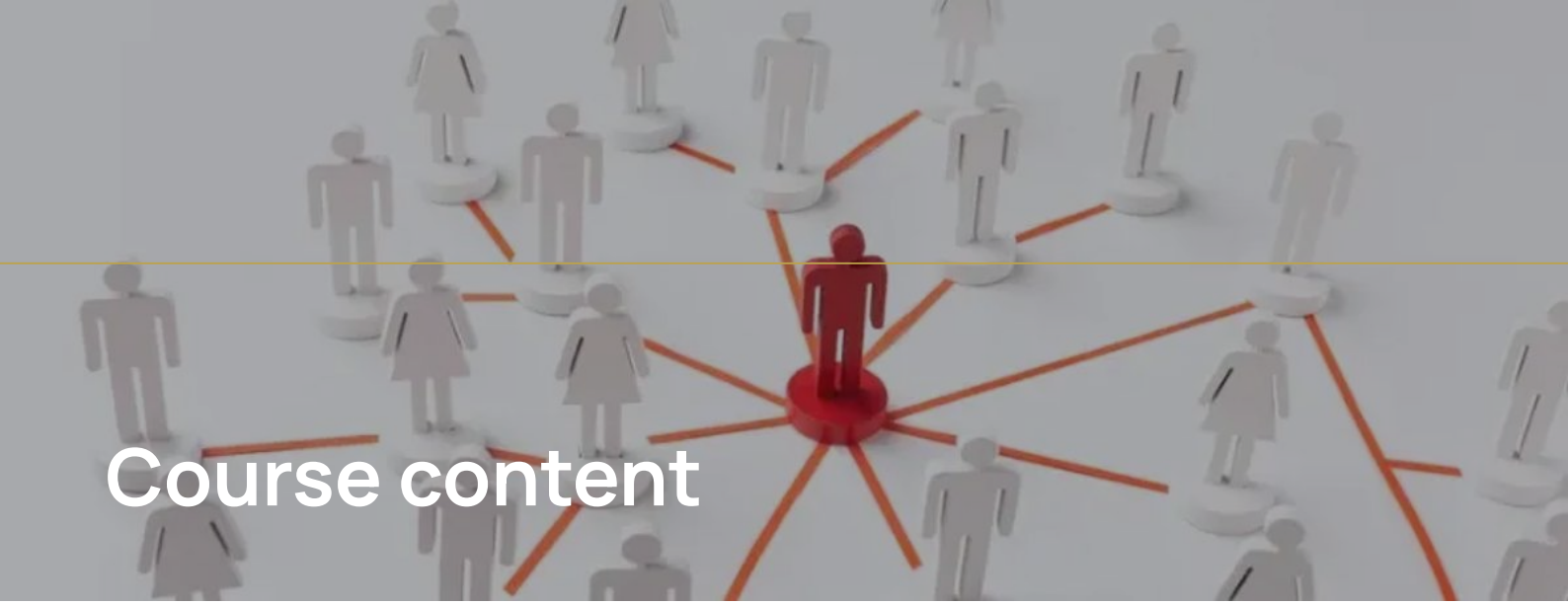
Project stakeholders significantly influence project success, and mismanagement can lead to conflicts, delays, and budget overruns. Understanding stakeholder dynamics is crucial for project managers to navigate these challenges effectively. This course addresses the complexities of stakeholder engagement, providing practical tools to identify and prioritise stakeholders based on their impact and influence. Participants will also learn to assess stakeholder attitudes and motivations, enabling them to tailor their engagement strategies accordingly, which is vital for fostering collaboration and support throughout the project lifecycle. By mastering these skills, project managers can mitigate risks associated with stakeholder disengagement and enhance overall project performance.
Participants will develop capabilities to analyse stakeholder needs, create engagement strategies, and communicate effectively. Through realistic scenarios, they will practice techniques for managing expectations and resolving conflicts. This hands-on approach ensures that attendees leave with actionable insights and skills to enhance stakeholder relationships and drive project success. By the end of the course, participants will be equipped to implement their learning in real-world contexts, improving stakeholder satisfaction and project outcomes, which are essential for achieving strategic objectives and maintaining organisational credibility. This course ultimately empowers professionals to lead projects with a stakeholder-centric approach, ensuring long-term success.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, case studies, and role-playing exercises to build practical skills in stakeholder management. Participants will engage in group discussions to analyse real-world scenarios, followed by simulations to practice stakeholder engagement strategies. Outputs will include stakeholder analysis matrices and engagement plans, ensuring participants can apply their learning directly to their projects. Additionally, peer feedback sessions will encourage collaborative learning and reflection, allowing participants to refine their approaches based on shared experiences. This multi-faceted methodology ensures a comprehensive understanding of stakeholder management principles and practices, preparing participants for immediate application in their roles, enhancing their effectiveness as project managers.



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Course objectives

By the end of this course, participants will be able to:
• Identify key stakeholders and assess their influence on project outcomes.
• Analyse stakeholder needs and expectations to inform project planning.
• Design effective communication strategies tailored to different stakeholder groups.
• Prioritise stakeholders based on their impact and engagement level.
• Construct a stakeholder engagement plan that outlines strategies and actions.
• Evaluate stakeholder feedback to adapt project strategies and improve relationships.

Target audience

This course is suitable for:
• Project Managers responsible for stakeholder engagement.
• Business Analysts who need to understand stakeholder requirements.
• Team Leaders coordinating with various stakeholder groups.
• Change Managers facilitating transitions involving multiple stakeholders.

Target competencies

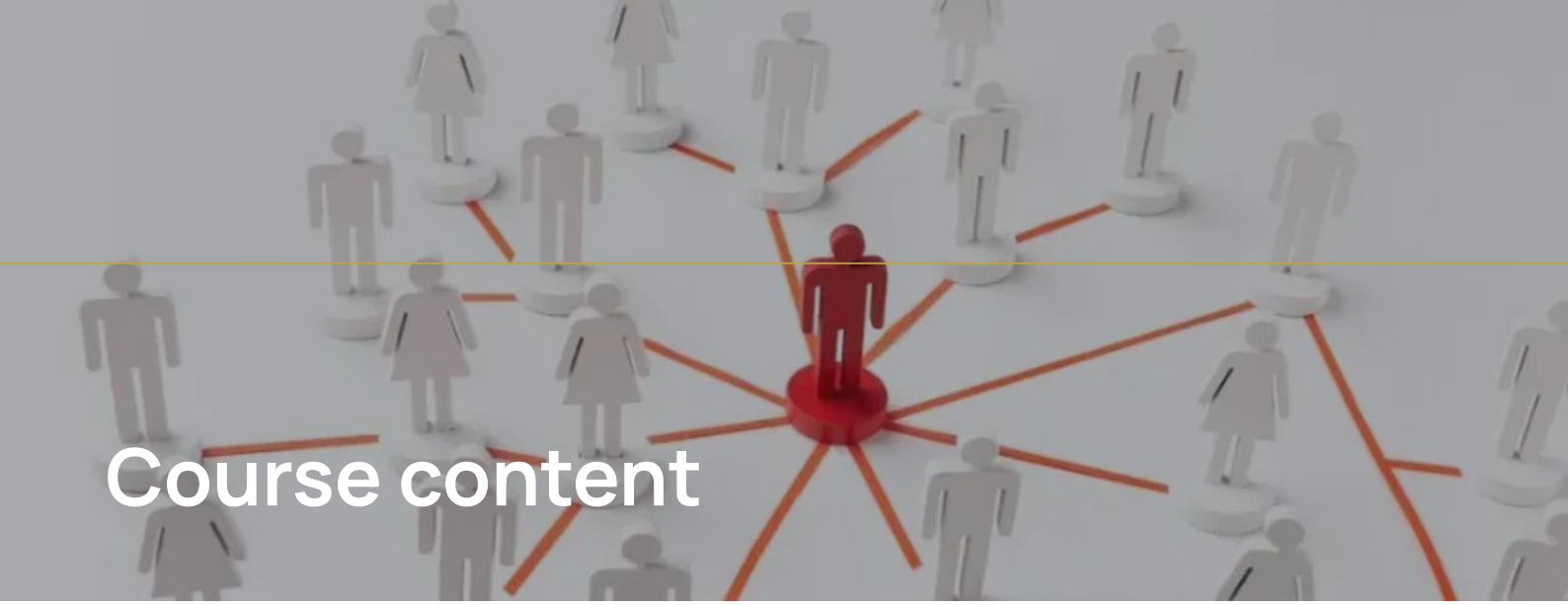
Participants will develop competencies in:
• Stakeholder identification and analysis skills.
• Effective communication and negotiation techniques.
• Conflict resolution and management capabilities.
• Strategic planning for stakeholder engagement.
• Adaptability in response to stakeholder feedback.
• Analytical skills for assessing stakeholder influence.

Course outline

Day 1: Identifying Stakeholders and Their Influence

Applied activity: Participants will identify stakeholders for a fictional project, mapping their influence and interest using a stakeholder matrix. They will discuss the implications of their findings in small groups, focusing on strategies for engagement and potential challenges that may arise during the project.
Output: A completed stakeholder matrix highlighting key stakeholders and their influence.

09:00–09:54	Defining stakeholders and their roles in projects and organisations.
09:54–10:48	Methods for identifying stakeholders using stakeholder mapping techniques.



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10:48–11:00	Assessing stakeholder influence and interest levels using frameworks like the Power/Interest Grid.
11:00–11:30	**Coffee break**
11:30–12:12	Assessing stakeholder influence and interest levels using frameworks like the Power/Interest Grid. (continued)
12:12–13:06	Creating a stakeholder register for documentation and tracking purposes.
13:06–14:00	Understanding the importance of stakeholder engagement in project success.

Day 2: Analysing Stakeholder Needs and Expectations

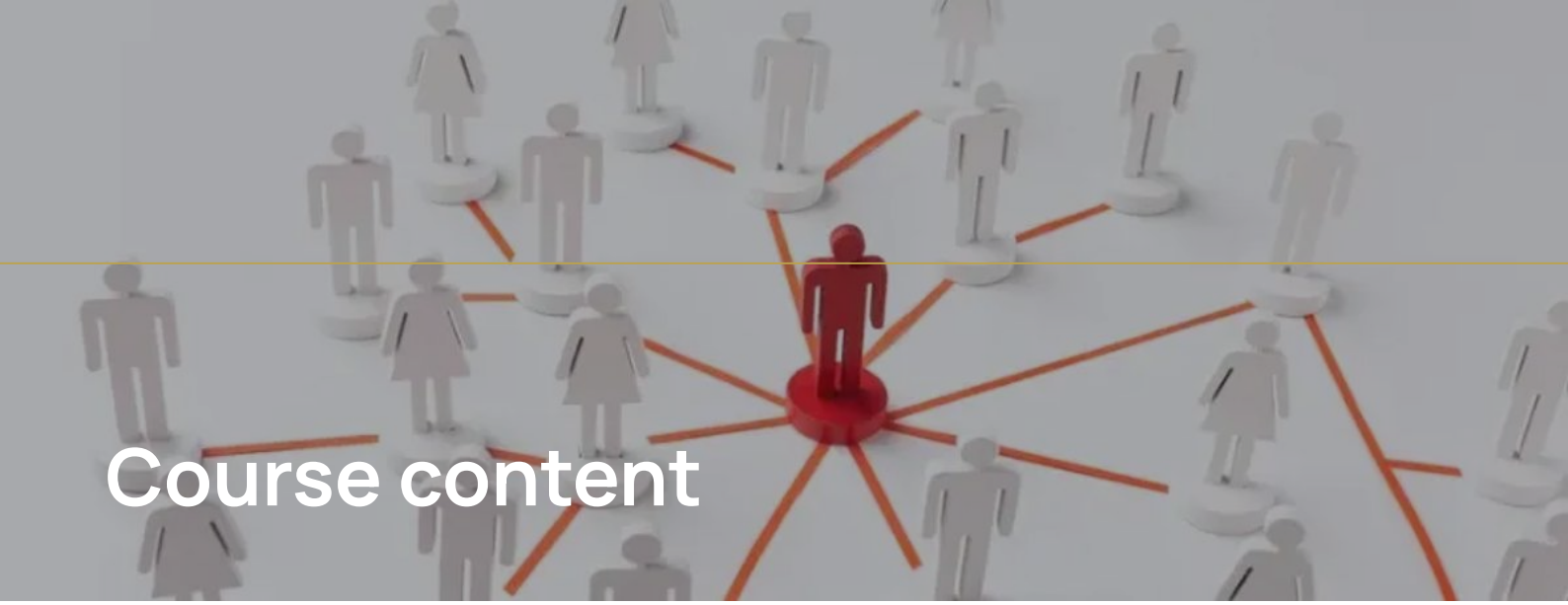
Applied activity: In groups, participants will conduct a mock interview with a fictional stakeholder to gather their needs and expectations, followed by a group discussion to analyse the results and identify key themes and potential conflicts that may arise.
Output: A stakeholder needs assessment report summarising key insights and recommendations.

09:00–09:54	Techniques for gathering stakeholder requirements through interviews and surveys.
09:54–10:48	Utilising focus groups to gain deeper insights into stakeholder perspectives.
10:48–11:00	Analysing stakeholder expectations and potential conflicts using SWOT analysis.
11:00–11:30	**Coffee break**
11:30–12:12	Analysing stakeholder expectations and potential conflicts using SWOT analysis. (continued)
12:12–13:06	Creating a stakeholder needs assessment document to summarise findings.
13:06–14:00	Aligning project goals with stakeholder expectations to ensure buy-in.

Day 3: Developing Communication Strategies

Applied activity: Participants will design a communication plan for a specific stakeholder group in a fictional project, considering their unique needs and preferences, and present it to the class for feedback, focusing on clarity and engagement strategies.
Output: A comprehensive communication plan detailing strategies, tools, and timelines.

09:00–09:54	Understanding communication styles and preferences of different stakeholders.
09:54–10:48	Creating tailored communication plans for various stakeholder groups based on their needs.
10:48–11:00	Utilising feedback loops to enhance communication effectiveness and engagement.
11:00–11:30	**Coffee break**



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11:30–12:12	Utilising feedback loops to enhance communication effectiveness and engagement. (continued)
12:12–13:06	Tools for effective stakeholder communication, including newsletters and meetings.
13:06–14:00	Best practices for managing stakeholder communications throughout the project lifecycle.

Day 4: Prioritising Stakeholders for Engagement

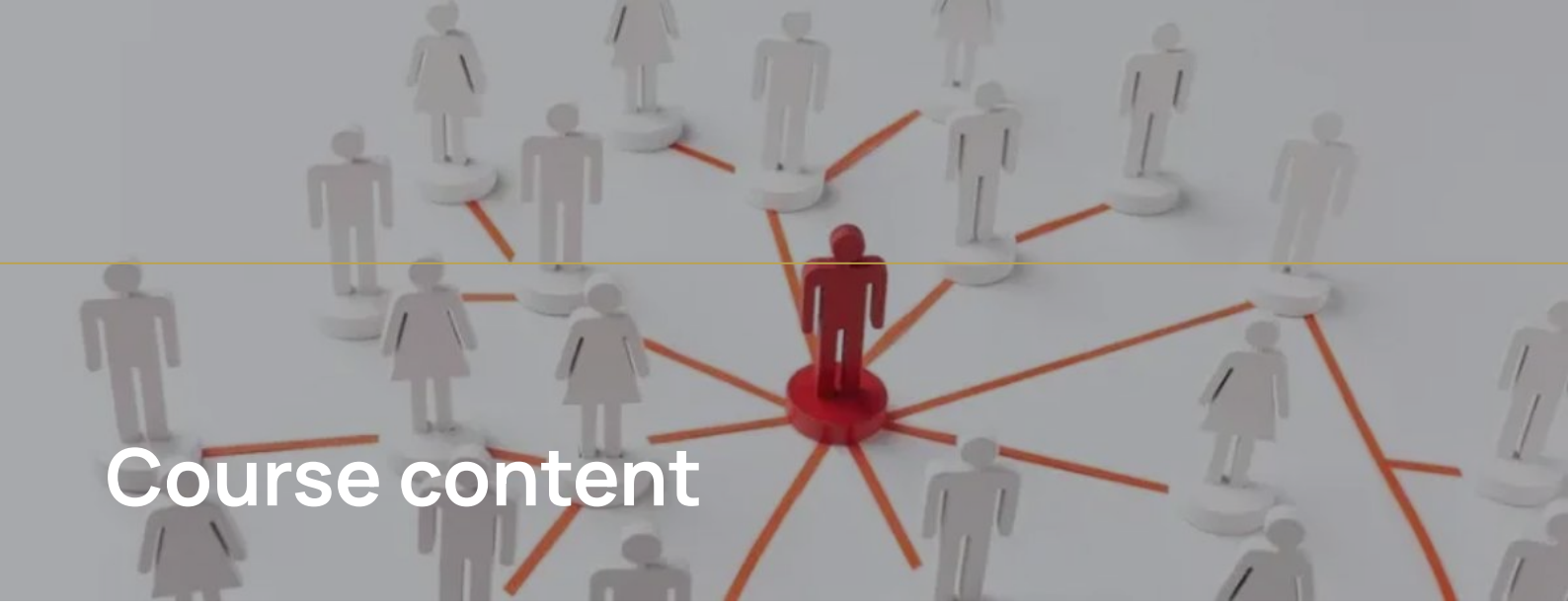
Applied activity: Using a fictional project scenario, participants will prioritise stakeholders based on their influence and interest, creating an engagement strategy for the top three stakeholders identified, including specific actions and timelines for engagement.
Output: A prioritised stakeholder engagement strategy document outlining actions and timelines.

09:00–09:54	Frameworks for prioritising stakeholders, such as the Power/Interest Grid and Influence/Impact Matrix.
09:54–10:48	Assessing stakeholder engagement levels and readiness for involvement in the project.
10:48–11:00	Strategies for engaging high-priority stakeholders effectively and managing low-priority ones.
11:00–11:30	**Coffee break**
11:30–12:12	Strategies for engaging high-priority stakeholders effectively and managing low-priority ones. (continued)
12:12–13:06	Balancing stakeholder interests with project objectives to ensure alignment.
13:06–14:00	Developing an engagement strategy for diverse stakeholders to foster collaboration.

Day 5: Integrating Stakeholder Feedback into Project Plans

Applied activity: Participants will review feedback from fictional stakeholders on a project plan and propose adjustments to the plan based on this feedback, simulating real-world adaptability and stakeholder management to enhance project outcomes.
Output: A revised project plan incorporating stakeholder feedback and proposed changes.

09:00–09:54	Techniques for collecting and analysing stakeholder feedback through surveys and interviews.
09:54–10:48	Adapting project plans based on stakeholder input and feedback received.
10:48–11:00	Managing stakeholder expectations throughout the project lifecycle to maintain support.
11:00–11:30	**Coffee break**
11:30–12:12	Managing stakeholder expectations throughout the project lifecycle to maintain support. (continued)



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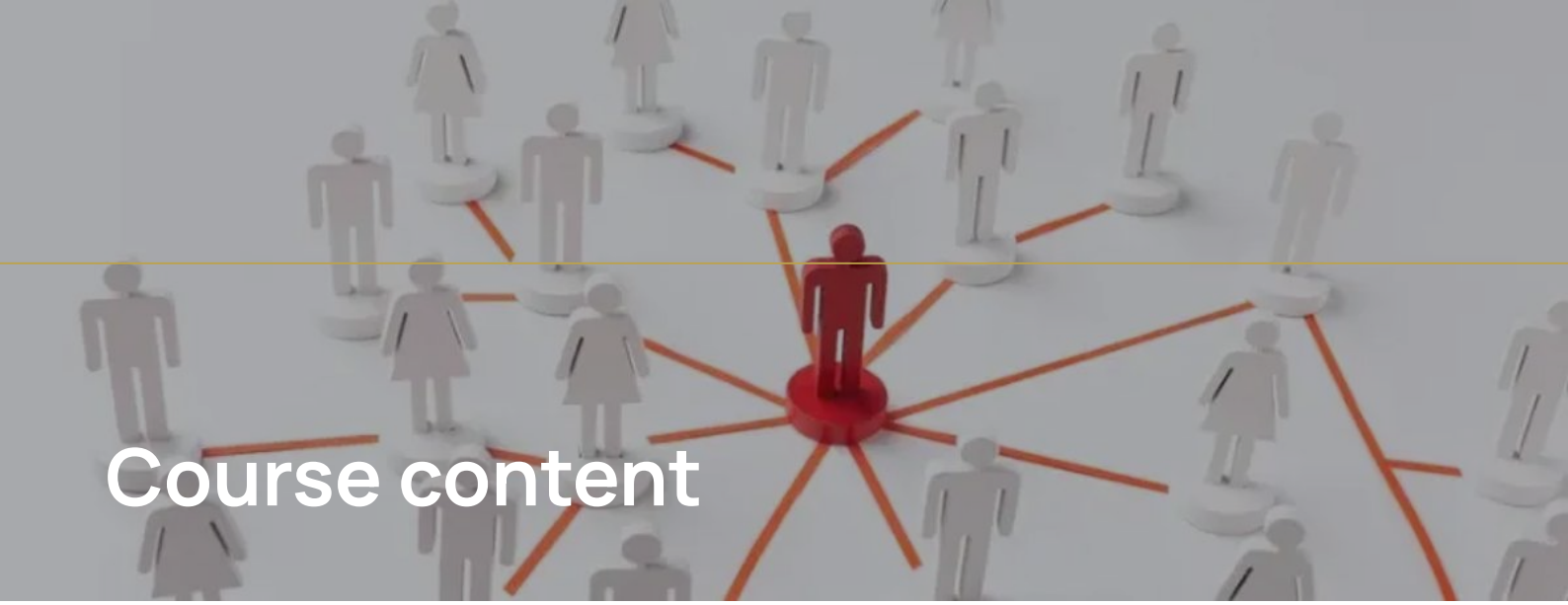
12:12–13:06	Case studies of successful stakeholder integration and lessons learned.
13:06–14:00	Creating a feedback loop for continuous stakeholder engagement and improvement.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

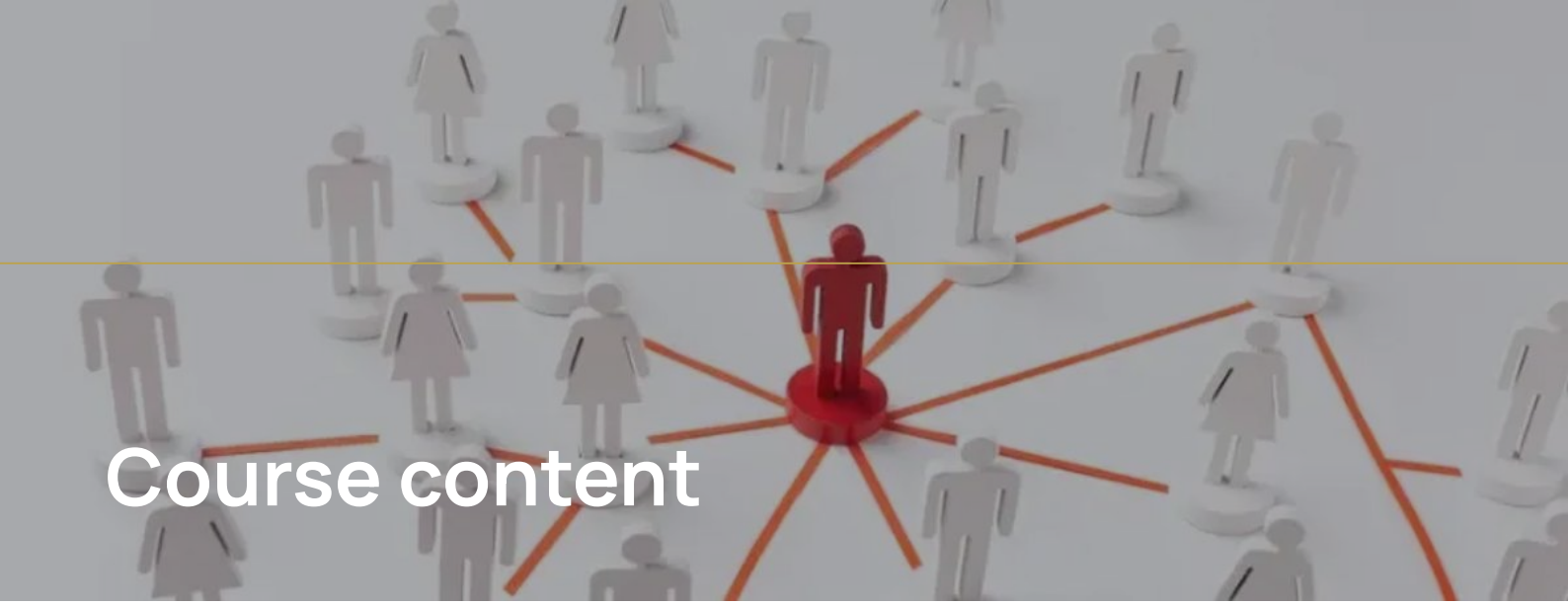
Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Rome Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**



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Dates, venues and fees (continued)

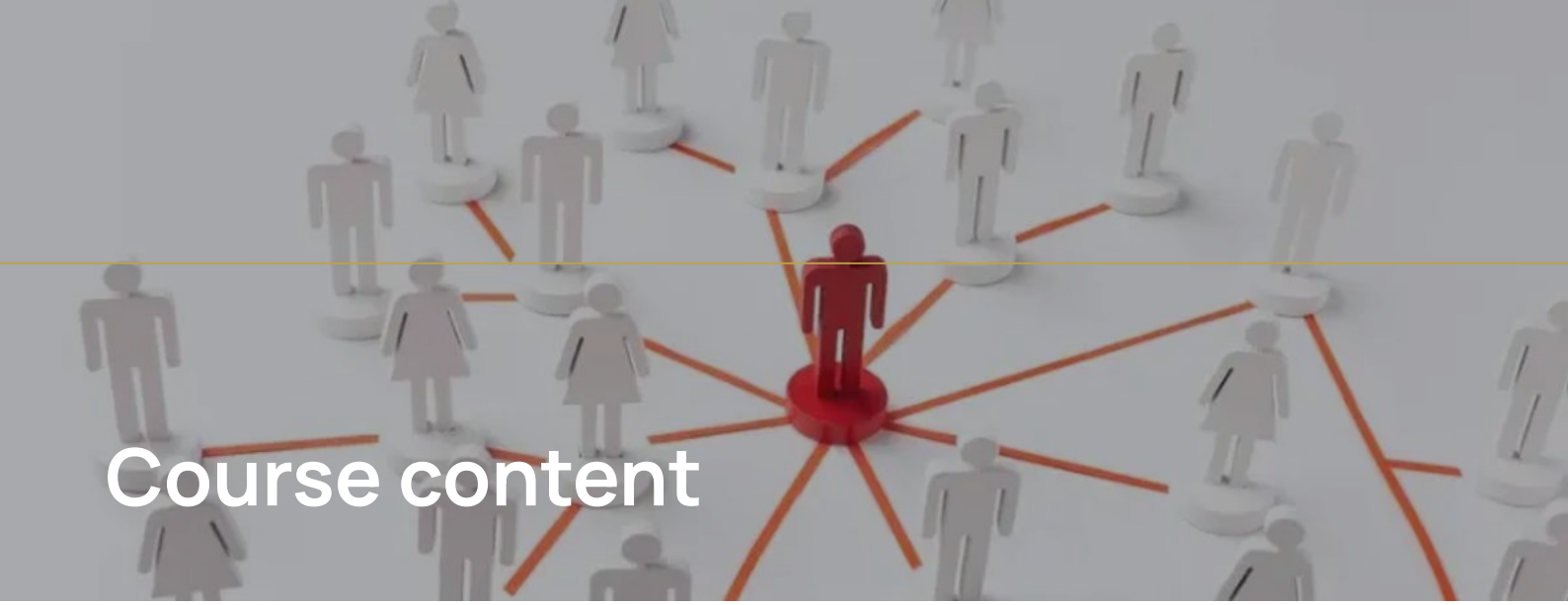
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**



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Dates, venues and fees (continued)

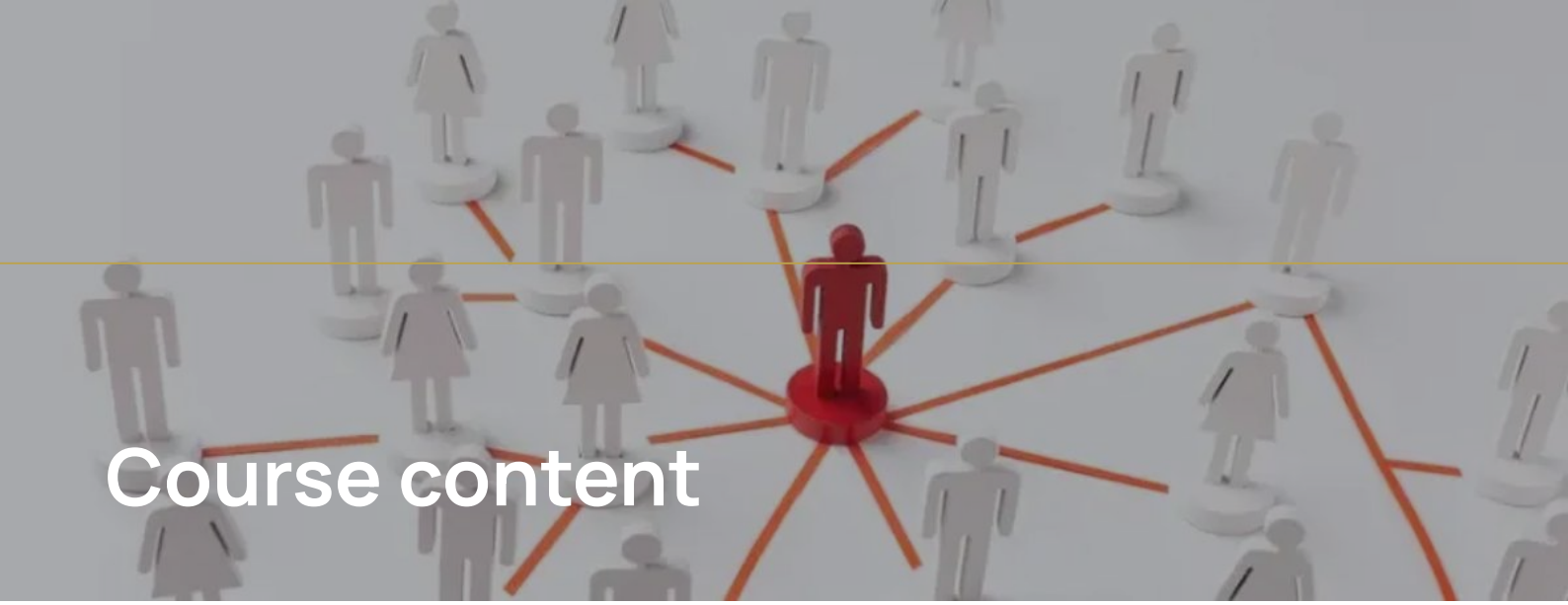
Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,840.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.-**



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Dates, venues and fees (continued)

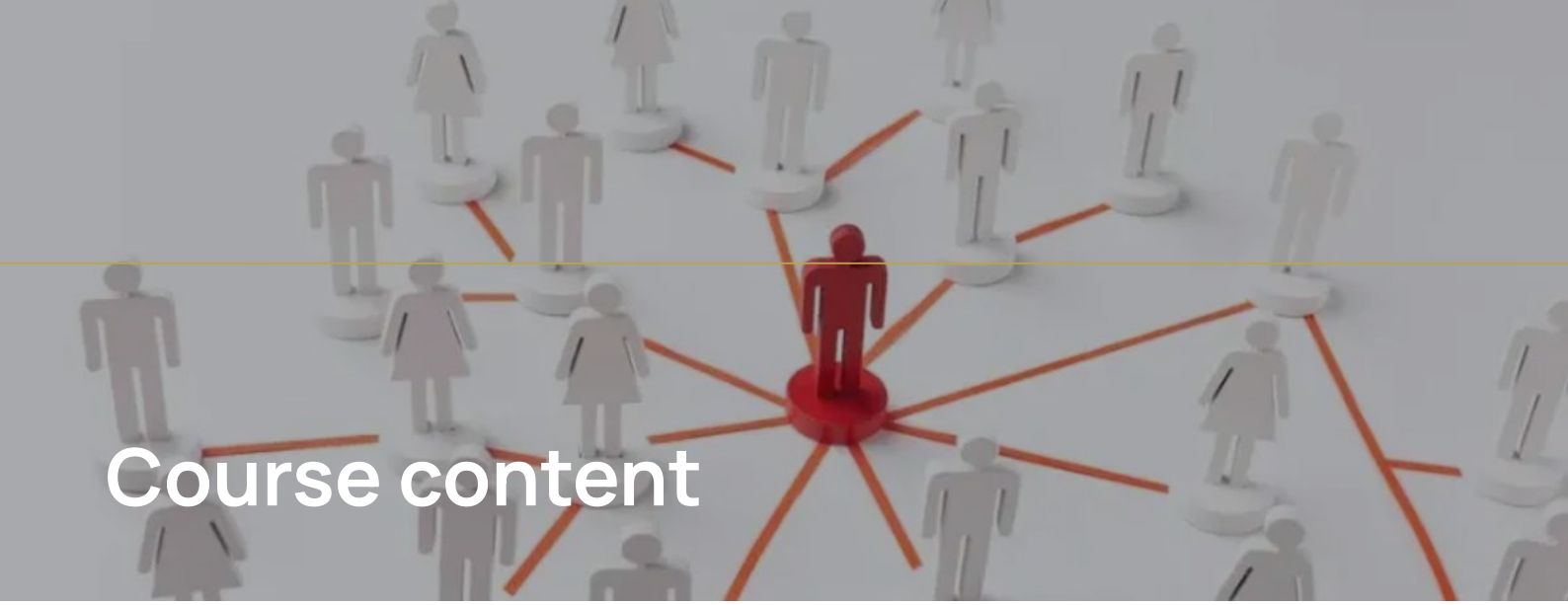
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Rome Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,450.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**€2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**



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Dates, venues and fees (continued)

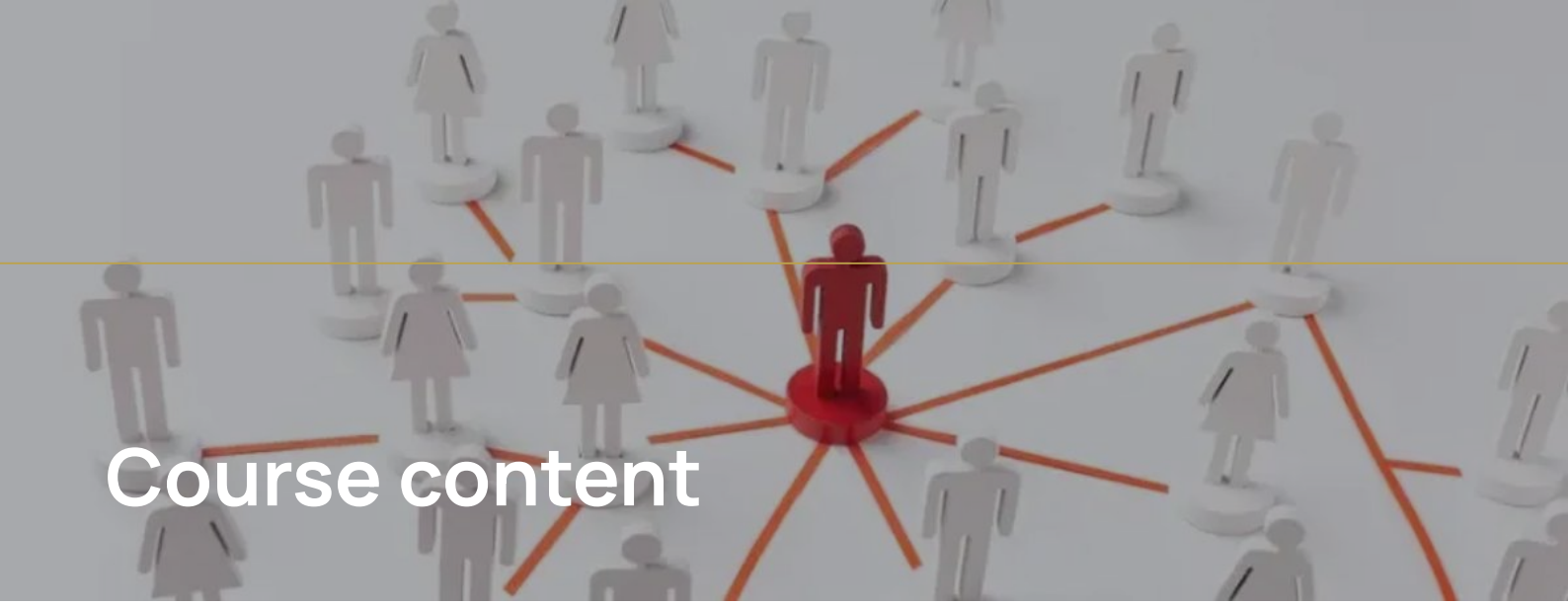
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,890.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.–**



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Dates, venues and fees (continued)

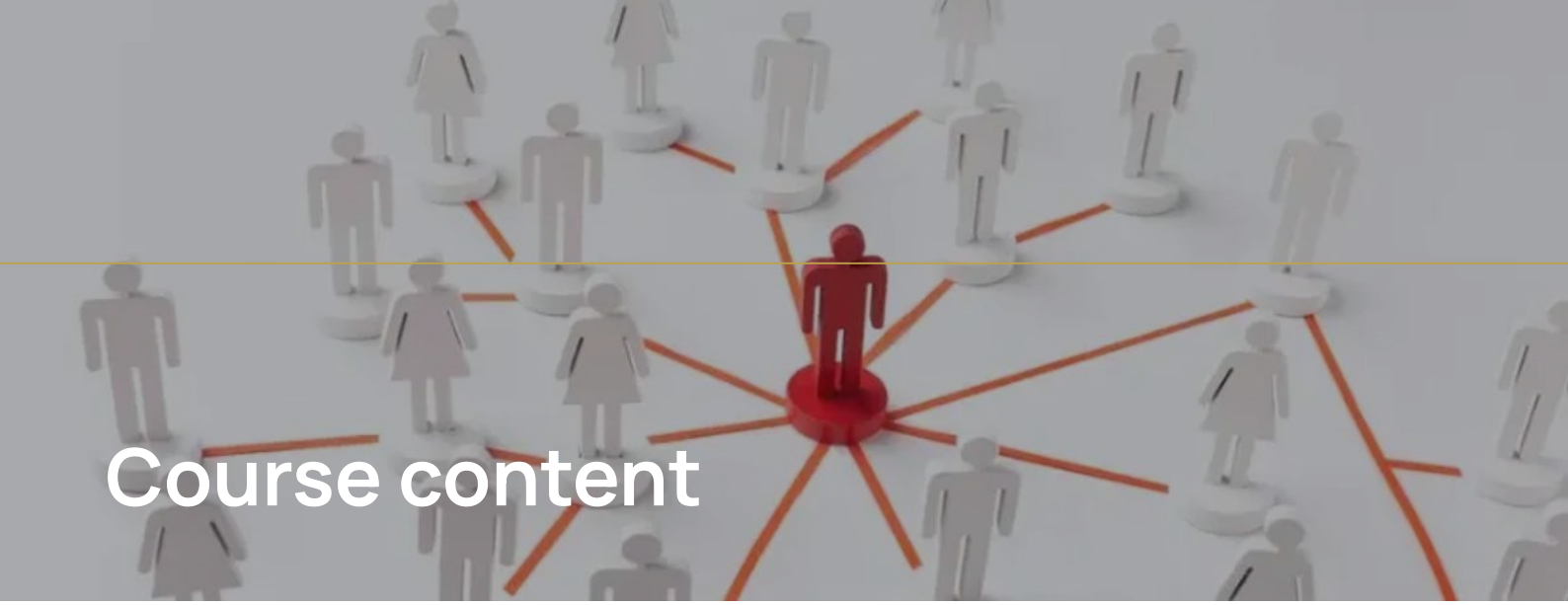
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,890.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**



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Dates, venues and fees (continued)

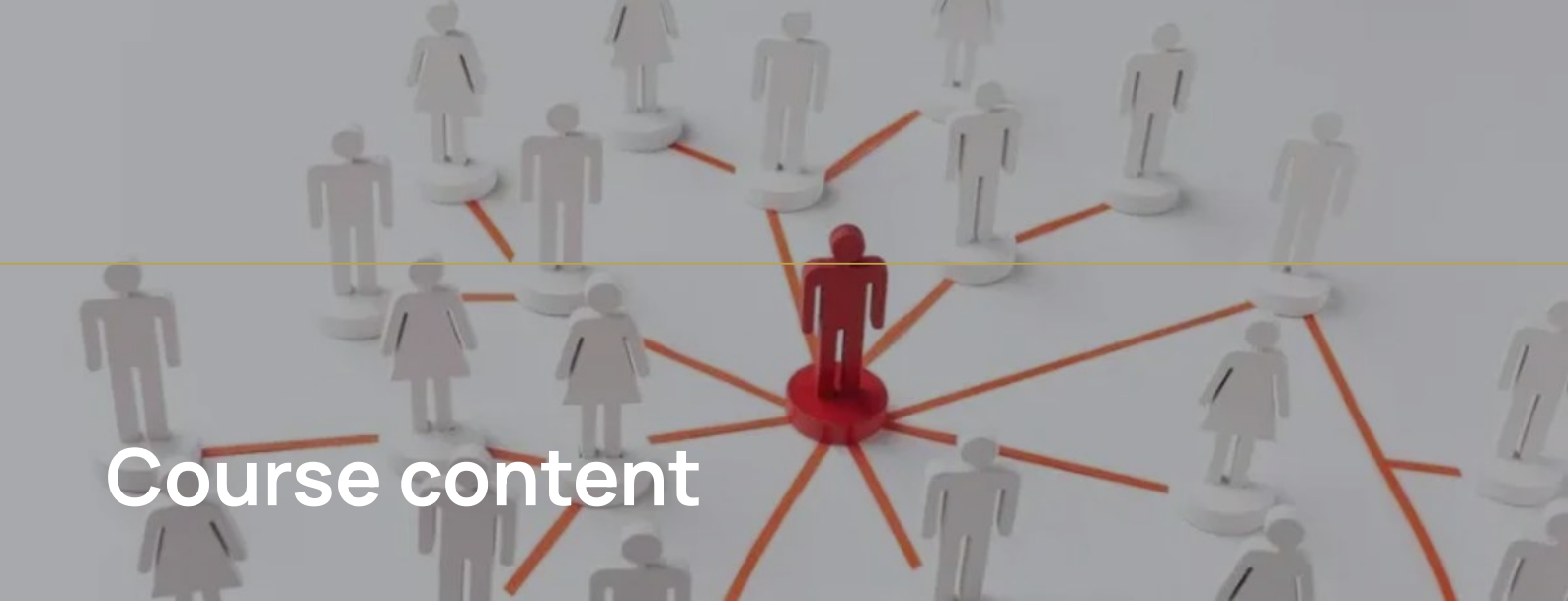
Venue	Start date	End date	Fee (EUR)
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Vienna Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,940.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



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Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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