

Mobile | 00966536473335 : Mobile | 00966112695229 : Phone : 00966552365295
Email | info.en@scandinavianacademy.co Web site:https://scandinavianacademy.co/en :
Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Stakeholder Management

Code	City	hotel	Start	End	price	Language - Hours
MT-822SA	Dammam	Hotel Meeting Room	2026-12-13	2026-12-17	9950 SR	En - 25

INTRODUCTION

Stakeholders are all those individuals and team members involved in helping the organisation to achieve its objectives. Stakeholders must be engaged, identify their goals, their expectations to be understood. All stakeholders must be recognized and treated equitably, as part of good governance.

Stakeholder management involves both hard and soft skills, with some understanding of human nature, culture, and communications

This programme is designed to:

Help executive and manager delivered projects or program with lower expenditure, completed in less time and more productive in operational functions

PROGRAMME OBJECTIVE

- Operational efficiencies improved, leading to better organizational performance
- Mitigate risk and opportunity management good outcomes due to collaborative working
- Navigate the processes required to engage with stakeholders and manage their expectations
- Creating and executing communications strategies and plans
- Develop stakeholder management plan and leading to better outcomes

TRAINING METHODOLOGY

The programme will combine conventional teaching with a high level of participation; including an interactive approach to involving participants in discussion of topics; exercises; and encouraging participants to bring their own experiences forward for discussion and debate. Wherever possible, real examples and short case studies will be included from different industries around the world to make the course as relevant as possible

PROGRAMME SUMMARY

This program will explain the principles of managing stakeholders, developing communication strategies and plans for successful engagement. An introduction to personality and culture relevance to managing stakeholders. Using principled negotiation techniques to undertake successful negotiations.

PROGRAMME OUTLINE

Identifying and Defining Stakeholder Audiences

- Overview of stakeholder engagement and management
- The stakeholder engagement process and key documents
- Identifying stakeholders
- Producing the stakeholder register
- Creating and analyzing stakeholder profiles
- Assessing interests, positive and negative
- Analyzing the gap between current stakeholder and required perceptions
- Selecting a suitable stakeholder management strategy

Stakeholder Communications, Planning and Effectiveness

- Planning stakeholder engagement communications
- Plan stakeholder engagement overview
- Plan stakeholder engagement inputs

- Plan stakeholder engagement tools and techniques
- Identifying and delivering the key messages
- Creating stakeholder communications
- Planning and managing stakeholder meetings
- Dealing with stakeholder objections
- Escalating stakeholder issues for resolution by senior management

Skills in Stakeholder Management

- Managing stakeholder relationships
- The foundation of on which relationships are built
- Different Stakeholder and the impact
- Personality factors affecting stakeholder management
- Relationship to personality
- Influencing without authority
- Emotional intelligence

Negotiating for Success

- The negotiating environment
- Reservation points, zones of potential agreement and best alternatives to a negotiated agreement
- Differences between ‘soft’ and ‘hard’ negotiation techniques
- Principled negotiation
- Hardball tactics
- Negotiation protocols and processes
- Managing a negotiation

Culture Affects Stakeholder Engagement and Management

- What do we mean by culture?
- National culture
- Regional culture

- Organizational culture
- Business unit or division culture
- Communicating to different cultures
- Negotiating with different cultures

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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Scandinavian
Academy
Training Center
00966112695229
info@scandinavianacademy.co
المملكة العربية السعودية - الرياض - حي الخليج - شارع الشيخ عبد العزيز بن عبد الرحمن بن بشر - 13223 - مكتب رقم 5
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