

Managing Project Stakeholders

Course code: PM-004



SPARK TRAINING

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info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

The overall aim of this course is to assist participants in identifying project stakeholders and managing their expectations. Participants will learn how to develop stakeholder management plans, stakeholder registers, and strategies for effectively engaging stakeholders in project decisions and execution. The course also aims at sharpening participants' leadership, negotiation, communication, and conflict management skills to foster the appropriate stakeholder engagement in project decisions and activities.

Why Attend

The course uses a mix of interactive techniques, such as brief presentations by consultant and participants coupled with a number of psychometric assessments. The course also features the use of a number of group exercises and case studies followed by plenary discussions.

Who Should Attend

Project managers, members of project offices, project sponsors, functional managers, senior management and individuals interested in project stakeholder management. Meirc has been reviewed and approved by the PMI® Authorized Training Partner Program. This course is worth 30 Professional Development Units (PDUs).

— Learning Objectives

- Categorize project stakeholders and build the stakeholder management plan
- Analyze the interest and influence of project stakeholders
- Arrange the stakeholder communication channels and manage stakeholder conflicts
- Choose the appropriate leadership style for each project stakeholder
- Apply win-win negotiation techniques with project stakeholders

— Course Outline

DAY
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Course Content

- Stakeholder management overview Defining project stakeholders APM Definition PMI Definition A practical definition of project stakeholders Stakeholders management skills set Technical skills Business insights People skills Categorizing and prioritizing project stakeholders Dimensions of stakeholders categorization Power and interest matrix Power and influence matrix Power and knowledge matrix Stakeholders engagement assessment matrix Developing stakeholder register Stakeholder management plan Stakeholder groups classification Managing project stakeholder communications Stakeholder communication plan Stakeholder communication channels Holistic approach to communication Managing stakeholders in a virtual world Managing difficult stakeholders Managing project stakeholders conflicts Conflict management styles Factors affecting conflict modes Leading project stakeholders Project managers as leaders Disciplines of leading project stakeholders Leadership time continuum Leadership capability continuum The leadership matrix The leadership matrix actions Choosing the right leadership style for stakeholders Situational leadership model Negotiating with project stakeholders Types of negotiations Negotiation mindsets Critical concepts of win-win negotiation Characteristics of good negotiators Negotiations and building coalitions Stages of negotiation process Negotiation strategies Negotiation best practices

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€1,925
16 - 20 November 2026	Frankfurt - Germany	€1,625
7 - 11 December 2026	Rome - Italy	€2,125
11 - 15 January 2027	Cape Town - South Africa	€2,125
8 - 12 February 2027	Barcelona - Spain	€1,925
8 - 12 March 2027	Paris - France	€2,250
12 - 16 April 2027	Frankfurt - Germany	€1,625
10 - 14 May 2027	Barcelona - Spain	€1,925

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.