

Professional Certificate in Stakeholder Engagement Course

Course Duration : 16 Hours

Course code : PCSE-917

1. Course Overview

The Professional Certificate in Stakeholder Engagement Course is designed to help professionals effectively identify, manage, and engage stakeholders in business and IT projects. This course focuses on building strong relationships, improving communication, and ensuring stakeholder expectations are aligned with project goals.

2. What you'll learn?

- Fundamentals of stakeholder engagement
- Stakeholder identification and analysis
- Communication and engagement strategies
- Conflict resolution and negotiation
- Managing expectations and relationships
- Improving collaboration for project success

3. Target Audience

- Project managers and program managers
- Business analysts and consultants
- IT professionals and team leaders
- Change management professionals
- Professionals involved in project delivery

4. Pre-Requisites

- Basic understanding of business or project environments
- Familiarity with communication and teamwork concepts
- Interest in stakeholder management
- No mandatory certification required

5. Course Content (Modules)

Module 1: Introduction to Stakeholder Engagement

- Key concepts and importance
- Types of stakeholders
- Role in project success

Module 2: Stakeholder Identification & Analysis

- Stakeholder mapping techniques
- Power-interest grid
- Understanding stakeholder needs

Module 3: Communication & Engagement Strategies

- Communication planning
- Engagement models
- Building strong relationships

Module 4: Conflict Management & Negotiation

- Managing stakeholder conflicts
- Negotiation techniques
- Handling resistance

Module 5: Monitoring & Best Practices

- Measuring engagement success
- Continuous improvement
- Real-world case studies