

# € TRAINING

Mastering Stakeholder Identification and  
Analysis

A photograph of four smiling professionals (three men and one woman) sitting around a table in a meeting room. They are dressed in business attire. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is slightly blurred, showing a modern office environment with large windows.

30 September -  
4 October 2024  
Casablanca (Morocco)  
New Hotel



# Mastering Stakeholder Identification and Analysis

REF: M2172 DATE: 30 September - 4 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program is designed to equip participants with the skills and knowledge necessary to effectively identify and analyze stakeholders in various contexts. Through a blend of theoretical learning and practical exercises, attendees learn stakeholder management techniques, communication strategies, and risk mitigation tactics.

## Program Objectives:

At the end of this program, participants will be able to:

- Understand the importance of stakeholder identification and analysis in project management.
- Learn the process and techniques for identifying stakeholders.
- Understand the methods for analyzing stakeholders and their impact on the project.
- Develop strategies for managing stakeholders' expectations and engagement throughout the project lifecycle.

## Targeted Audience:

- Project managers seeking to enhance their stakeholder management skills.
- Business analysts responsible for identifying and analyzing stakeholders in project initiatives.
- Team leaders aiming to improve stakeholder communication and engagement.
- Professionals involved in organizational change management or strategic planning.
- Employees interested in mastering stakeholder identification and analysis techniques for project success.

## Program Outlines:

### Unit 1:

#### Overview of Stakeholder Identification and Analysis:

- Overview of stakeholder identification and analysis.
- Benefits of stakeholder management.

- Types of stakeholders.
- Understanding stakeholder interests and influence.
- Mapping stakeholder relationships.

## Unit 2:

### Techniques for Identifying Stakeholders:

- Techniques for identifying stakeholders.
- Conducting stakeholder interviews.
- Creating stakeholder profiles.
- Developing a stakeholder register.
- Prioritizing stakeholders.

## Unit 3:

### Stakeholder Analysis Frameworks:

- Stakeholder analysis frameworks.
- SWOT analysis.
- PESTLE analysis.
- Mapping stakeholders' power and interest.
- Analyzing stakeholders' attitudes and behaviors.

## Unit 4:

### Stakeholder Engagement Strategies:

- Stakeholder engagement strategies.
- Stakeholder communication plan.
- Managing stakeholders' expectations.
- Mitigating stakeholder risks.
- Creating a stakeholder engagement plan.

## Unit 5:

### Monitoring and Evaluating Stakeholder Engagement:

- Monitoring and evaluating stakeholder engagement.
- Reviewing stakeholder engagement plan.
- Revising stakeholder engagement plan.
- Common stakeholder management challenges and how to overcome them.
- Best practices in stakeholder identification and analysis.