

Leadership & Management Development



4.9 Stakeholder Analysis

The programmes within this Business Development pillar are not “off-the-shelf” courses. They are designed as a menu of development options that can be combined, adapted and shaped to reflect how your organisation actually creates value, wins work and sustains client relationships. What appears to be a requirement for “sales training” often points to something deeper – commercial confidence, consultative thinking, internal collaboration or the ability to articulate value with credibility.

These outlines are therefore best read as catalysts for discussion – prompts to help you reflect on how opportunity is identified, pursued and converted and what kind of development will genuinely shift commercial behaviour. In practice, the most effective solutions often draw on complementary elements from across our other pillars – Communication, Personal Development, Management and Leadership and Senior-Level Leadership and Talent Development. Every intervention we deliver is built in partnership with you, around your culture, your people and the outcomes you need to achieve.

Course Overview

Stakeholders shape the success or failure of every project, initiative and change effort. When their priorities are misunderstood or their influence underestimated, even well-designed plans can stall or fail.

This practical one-day programme equips participants with a structured and commercially grounded approach to identifying stakeholders, understanding their needs and influence and planning effective engagement strategies. Participants move beyond instinct and assumption, learning how to map complex stakeholder landscapes, anticipate reaction and build purposeful engagement plans that reduce risk and increase momentum.

Delegates leave with the confidence and practical frameworks required to engage stakeholders with insight and intention, ensuring that ideas gain traction, resistance is anticipated and delivery is supported rather than obstructed.

Who Should Attend

- Project managers, team leaders, functional managers and professionals who want to:

- Improve the success rate of projects and initiatives
- Strengthen influence without relying on authority
- Anticipate resistance and manage expectations
- Build stronger working relationships across boundaries
- Communicate with greater clarity and impact

Applicable across all sectors where cooperation, alignment and influence determine outcomes.

Context

Projects rarely fail because the technical solution is wrong. They fail because people are not aligned. When stakeholders feel overlooked, uncertain or threatened, resistance grows and momentum fades. This is particularly true in environments experiencing change, pressure or competing priorities.

At Expleo we help leaders build the relationships that turn good ideas into real outcomes. This programme enables participants to map stakeholder environments with clarity, understand what truly matters to others and engage people in ways that build trust, reduce friction and increase commitment.

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How Certification is Earned

Upon successful completion of this course, participants will be awarded a certificate of attendance from Expleo Academy.

Course Objectives

By the end of this programme participants will be able to:

- Explain the role stakeholders play in project and organisational success
- Identify and categorise stakeholders using practical tools
- Assess influence, interest and potential impact
- Anticipate concerns, resistance and support
- Develop tailored engagement and communication strategies
- Apply stakeholder analysis to real workplace challenges

Course Outline

- 1. Introduction to Stakeholder Analysis**
 - Why stakeholders determine success or failure
 - Common causes of misalignment
- 2. Identifying Stakeholders**
 - Internal and external stakeholder groups
 - Sources of insight and blind spots
- 3. Mapping Influence and Interest**
 - Using practical stakeholder models
 - Understanding power, impact and dependency
- 4. Understanding Stakeholder Perspectives**
 - Exploring drivers, concerns and priorities
 - Anticipating response and resistance

5. Engagement and Relationship Planning

- Tailoring communication and involvement
- Building transparency and trust

6. Managing Challenge and Conflict

- Recognising early signs of misalignment
- Maintaining momentum in difficult situations

Training Methodology

Interactive and application-focused learning including:

- Real organisational scenarios and case material
- Stakeholder mapping using live projects
- Communication planning and role practice
- Facilitator guidance and structured reflection

Participants will leave with practical tools and a repeatable approach they can apply immediately to build stronger relationships, reduce risk and improve the success of projects and change initiatives.

Contact

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