



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Strategic Stakeholder Engagement

Leadership Development



10524



In-Class



8 hours

Course Description:

This course equips professionals with the knowledge & practical tools required to effectively identify, analyze, & manage stakeholders throughout the lifecycle of a project or initiative. Participants will learn how to prioritize stakeholders, understand behavioral styles, & build stronger stakeholder relationships, secure buy-in, & manage stakeholder engagement for long-term project success.

Target Audience:

Mid to Senior level

Course Objectives:

By the end of this course, participants will be able to:

- Use high-gain questions to uncover stakeholder priorities and potential resistance.
- Prioritize stakeholders using structured stakeholder analysis techniques.
- Maintain ongoing stakeholder relationships through monitoring, feedback loops, and engagement strategies.
- Identify and categorize stakeholders based on their level of influence, interest, and involvement.
- Develop a stakeholder engagement plan that ensures alignment, communication, and long-term relationship management.
- Define stakeholder management and assess stakeholder needs, motivations, and expectations.
- Apply persuasion and influence strategies using Cialdini's six principles to secure stakeholder commitment & analyze behavioral styles

Course Outline:

Module 1: Introduction to Stakeholder Management

- Definition of stakeholders
- Importance of stakeholder management
- Internal vs external stakeholders
- Stakeholder management process overview

Module 2: Stakeholder Identification and Prioritization

- Stakeholder identification techniques
- Mind mapping stakeholders
- Influence and interest analysis
- Prioritization of key stakeholders

Module 3: Understanding Stakeholder Behavioral Styles

- Social Style Model
- Expressive, Driver, Analytic, and Amiable styles
- Strengths and risks of each style
- Communication strategies for each stakeholder type

Module 4: Stakeholder Needs Analysis

- Stakeholders need identification
- Stakeholder mapping templates
- Business needs vs stakeholder wants
- Identifying KPIs and success measures

Module 5: Effective Stakeholder Communication and Questioning

- High-gain questioning framework
- Types of questions:
 - Factual
 - Exploratory
 - Scenario
 - Paraphrasing
- Active listening and clarification

Module 6: Influencing Stakeholders and Securing Buy-in

- Six principles of persuasion
- Building credibility and trust
- Stakeholder commitment and agreement
- Overcoming resistance



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Module 7: Ongoing Stakeholder Management

- Stakeholder engagement planning
- Communication cadence (meetings, calls, reviews)
- Monitoring stakeholder relationships
- Managing stakeholder changes during projects
- Building a stakeholder management roadmap

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in the group exercises.

Course completion will grant participants:

0.6 CEUs

Course Language:

- Training Material: English
- Facilitation: Bilingual

Prerequisites:

None