

Stakeholder Engagement: Negotiating, Communicating and Influencing

Do you know whether your current KPIs truly measure what matters most to your organisation?

What if the right KPIs could align your people, processes, and strategies to drive real results?

Are you ready to transform KPIs from routine metrics into powerful tools for growth and excellence?

Introduction

Every organisation strives for high performance, but success depends on more than ambition—it requires a structured way to measure progress and align efforts with strategy. Performance management provides that structure, serving as both a strategy and an integrated approach to achieving organisational goals. It ensures that teams and individuals not only understand expectations but also have the tools to meet and exceed them. At the heart of performance management are Key Performance Indicators (KPIs). At the organisational level, KPIs are quantifiable measures that demonstrate how effectively the business is achieving its strategic objectives. At the employee level, KPIs serve as a proactive tool to guide behaviour, track progress, and evaluate contributions toward desired outcomes. When well-designed, KPIs connect day-to-day activities to the bigger picture, creating alignment between individual efforts, departmental objectives, and the organisation's overall vision. However, many organisations struggle with KPIs that are vague, poorly linked to strategy, or treated as routine reporting tools rather than drivers of excellence. Truly impactful KPIs must be specific, measurable, relevant to organisational goals, and capable of guiding strategy development and decision-making. This two-day training program equips participants with the skills to design, implement, and manage effective KPIs. Integrating the principles of the Balanced Scorecard with practical performance management techniques, the program covers strategy formulation, the translation of organisational goals into team and functional objectives, and the development of meaningful individual KPIs. By the end of the program, participants will be able to create KPIs that not only measure performance but also inspire continuous improvement and sustainable growth.

Program Objectives

This program aims to:

- Provide skills and knowledge in negotiating, communicating and influencing others
- Equip participants with strategies to engage with stakeholders

Learning Outcomes

After completing this program, participants should be able to:

- Identify relevant stakeholders
- Undertake stakeholder analysis
- Engage stakeholders, communicate and negotiate for optimal results
- Determine stakeholder power and influence on the basis of their relative levels of importance and influence
- Understand Change and Change Management
- Ability to determine change readiness
- Ability to deal with resistance to change

Who Should Attend?

This course is tailored for project managers, team members and anyone else involved in projects. Understanding of project management standards and processes will be an asset.

Methodology

Interactive lecture, videos, presentation, discussion, case study, case simulation, Socratic questioning, flipped classroom, brain-storming, worksheet, problem solving, inductive method, team exercise, peer to peer, action learning, coaching and mentoring

Program Outline

Day One	
Time	Program
9:00am - 10:30am	Identification and Categorization of Stakeholders In the module, the participants would start to learn the introduction to stakeholder management and the key stakeholder management definitions. From there, the participants would learn how to identify the stakeholders through stakeholders' analysis.
10:30am - 11:00am	Tea Break
10:30pm - 1:00pm	Valuation and Prioritization of Interests This module focus on technique on how to value and set priority according to the stakeholders' interest. The participants would revisit to understand the vision, needs, goals, and objectives of the organisation. By in-depth understanding of an organisation, the priority and valuation of projects are set.
1:00pm - 2:00pm	Lunch
2:00pm - 3:30pm	Stakeholder Participation and Engagement In this module, the participants would learn the 3 – step approach to effective stakeholder management. In this module, the participants would learn the application of the industrial revolution on stakeholder participation and engagement. With the increase of participation and

	engagement, it creates the development of the ongoing business relationships among the stakeholders.
3:30pm - 4:00pm	Tea Break
4:00pm - 5:00pm	How to deal with difficult Stakeholders In this module, the participants would learn the secret how to deal with difficult stakeholders without offending them. The participants would learn analysis skills, communication skills, negotiation skills and also behavioural insights strategies to address difficult stakeholders depending on their interest and power.
Day Two	
Time	Program
9:00am - 10:30am	Different Change Agents In this module, the participants would start to understand the fundamental of attitude and behaviour. This includes the construct of the attitudes and behaviour, the determinant of the attitudes and behaviour and the interaction between attitudes and behaviour. In this initiate change phase, the participants will learn how to provide visionary leadership to initiate change, develop a change mindset and the most important, the participants must involve key stakeholders and build commitment for change
10:30am - 11:00am	Tea Break
10:30pm - 1:00pm	Change Readiness In this module, the participants would learn the fundamental and essential for successful change management - planning, managing, leading the change. Principle of behavioural intelligence would be shared in this module. The main objective of this module is to implement change.
1:00pm - 2:00pm	Lunch
2:00pm - 3:30pm	Resistance to change In this module, the participants would learn methods to overcome resistance and effectively implement change. The techniques include how to overcome opposition, effectively engage employees, implement change in several stages, and communicate change effectively.
3:30pm - 4:00pm	Tea Break
4:00pm - 5:00pm	Creating Successful Change Culture Among Stakeholders

	In this module, participants would learn that organisations are social systems; however, with the industrial revolution, the scope of organisational behaviour shift. In module helps the participants to understand how to apply and adopt technology for the behavioural change. By understanding the organisational behaviour, the participants would be able to create a sustainable work culture in the organisation.
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