

PUBLIC RELATIONS

Stakeholder Engagement & Strategic Relationship Building

A two-day programme in stakeholder engagement & relationship building, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This program provides structured frameworks for identifying, mapping, and cultivating mutually beneficial relationships with key external and internal stakeholders over long horizons.

What participants will learn

- 01** Relationship Longevity: Move from transactional touchpoints to long-term collaborative trust.
- 02** Risk Reduction: Preemptively resolve conflicts by establishing continuous dialogue with critical partners.
- 03** Value Alignment: Identify shared goals between enterprise priorities and stakeholder values.
- 04** Structured Governance: Implement systematic CRM approaches to stakeholder relationship management.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Applied exercise: Building a stakeholder engagement matrix and action plan for a high-risk enterprise project.

Detailed programme

Day 1: Stakeholder Identification & Mapping

01 Modern Stakeholder Landscape Analysis

- Expanding stakeholder definitions beyond investors and customers to include regulators, communities, and activists.

02 Stakeholder Salience & Influence Mapping

- Categorizing stakeholders using power, legitimacy, and urgency metrics to prioritize outreach.

03 Understanding Stakeholder Motivations & Needs

- Conducting empathy mapping and expectation audits to discover common ground.

04 Designing Tailored Engagement Models

- Choosing appropriate dialogue channels: Roundtables, advisory boards, digital forums, and one-on-one sessions.

Detailed programme

Day 2: Strategic Engagement Execution & Conflict Resolution

05 Facilitating High-Stakes Stakeholder Dialogue

- Master facilitation techniques for managing tense discussions, opposing agendas, and competing priorities.

06 Co-Creation & Collaborative Initiatives

- Structuring joint projects, advisory panels, and community co-investment programs.

07 Managing Stakeholder Intelligence & CRMs

- Utilizing specialized relationship platforms to track interactions, promises, and feedback.

08 Stakeholder Engagement Plan Workshop

- Applied exercise: Building a stakeholder engagement matrix and action plan for a high-risk enterprise project.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Applied exercise: Building a stakeholder engagement matrix and action plan for a high-risk enterprise project.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

admin@isds.com.my | +60 18 392 1671 | Course page

Contact: Daud Ibrahim | ISD Solution