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COURSE BROCHURE

# Advanced Project Leadership and Stakeholder Communication Training Course

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Registered in the United Kingdom and Saudi Arabia

# Advanced Project Leadership and Stakeholder Communication Training Course

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Project Leadership and Stakeholder Communication is the subject of this 2-week advanced training course for project managers, team leads and sponsors who lead cross-functional teams, and who build a stakeholder engagement and communication plan for a live initiative. Projects now succeed or stall on how well leaders win support from people they do not manage. Jupiter Prime Training offers this course to leaders who must move teams and executives without formal authority.

## Why Project Leadership and Stakeholder Communication Matters Now

Three forces shape this work today: matrix structures that give project leaders responsibility without line authority, executives who expect short, decision-ready reporting, and dispersed teams that meet across sites, functions and time zones. Organisations whose project leaders map influence, plan engagement and resolve disputes early keep sponsors committed and specialists available; those that rely on status meetings and escalation lose momentum and goodwill. The course draws on the stakeholder, team and leadership principles and performance domains of the Project Management Body of Knowledge Guide PMBOK Guide 7th edition and the stakeholder engagement and communication practices in ISO 21502:2020, with cases from construction, energy and public digital services.

## Who Gains Most from Project Leadership and Stakeholder Communication

- Leaders who coordinate specialists drawn from several departments without line authority
- Sponsors who secure executive backing and resolve disputes between functions
- Team leads who translate project goals into daily priorities for their people
- Stakeholder and change coordinators who manage engagement with affected groups
- Project controls staff who prepare status reports for steering committees

A project leadership group gains most when a sponsor, the project manager and two or three workstream leads attend together and leave with one shared engagement approach.

## Project Leadership and Stakeholder Communication Capabilities

Participants practise reading influence, shaping messages and handling disagreement on the projects they lead.

- Assess stakeholder power, interest and attitude to set engagement priorities — the sponsor deciding where to spend political capital
- Design a communication plan with audiences, channels, frequency and owners — the steering committee expecting predictable reporting
- Apply influence techniques to gain commitment from functional managers — the project manager borrowing specialist time
- Weigh negotiation options against a best alternative before agreeing terms — the team lead protecting scope and schedule
- Build a conflict resolution path from early mediation to formal escalation — the workstream that needs disputes settled fast
- Communicate project status to executives in one-page, decision-ready reports — the board approving recovery actions

## Key Project Leadership and Stakeholder Communication Terms

- Stakeholder register — a record of every person or group affected by the project, with interest, influence, attitude and engagement owner
- Power-interest grid — a two-axis map that places stakeholders by influence and interest to set how closely each is engaged
- Influence without authority — gaining cooperation through credibility, reciprocity and shared goals rather than reporting lines
- Communication plan — the agreed schedule of who receives which project messages, through which channel, how often and from whom
- Best alternative to a negotiated agreement — the course of action a party will take if talks fail, setting its walk-away point
- Escalation path — the predefined sequence of levels to which an unresolved issue or dispute is raised for decision

## Project Leadership and Stakeholder Communication Day by Day

## Day 1: Leadership Context of Cross-Functional Projects

- Matrix Structures and Divided Loyalties — Where Authority Really Sits
- PMBOK Guide Leadership and Team Principles — Choosing a Leadership Stance
- ISO 21502 Stakeholder Engagement Practice — Setting Engagement Responsibilities
- Personal Leadership Style Profile — Adapting Behaviour to Team Maturity
- Project Leader Credibility Audit — Identifying Gaps Before Influencing Others

## Day 2: Mapping Stakeholders and Influence

- Stakeholder Elicitation Techniques — Finding Hidden and Indirect Stakeholders
- Power-Interest Grid — Ranking Who Needs Close Engagement
- Attitude and Commitment Assessment — Current Versus Desired Support
- Influence Network Mapping — Tracing Informal Routes to Decision Makers
- Stakeholder Register Design — Assigning Owners and Review Frequency

## Day 3: Influence Without Authority

- Reciprocity and Exchange Currencies — Trading What Functional Managers Value
- Coalition Building — Securing Allies Before Contentious Decisions
- Framing Requests Around Shared Goals — Winning Specialist Time
- Credibility Through Delivery Record — Earning Trust Across Functions
- Sponsor Mobilisation — Deciding When to Use Executive Weight

## Day 4: Engagement Planning

- Engagement Level Targets — Moving Stakeholders From Resistant to Supportive
- Engagement Strategy per Segment — Consult, Involve or Inform
- Change Impact Assessment — Anticipating Reactions of Affected Groups
- Resistance Diagnosis — Separating Concerns, Interests and Positions
- Engagement Effectiveness Measures — Tracking Shifts in Support

## Day 5: Designing the Communication Plan

- Audience Analysis — Matching Detail to Each Stakeholder Group
- Channel Selection Matrix — Choosing Meetings, Dashboards or Briefings
- Message Architecture — Building Core Messages and Proof Points
- Communication Calendar and Owners — Keeping Messages Consistent
- Feedback Loops — Confirming Messages Were Received and Understood

## Day 6: Leading the Project Team

- Team Charter and Working Agreements — Setting Norms for Mixed Teams
- RACI Matrix — Clarifying Accountability Across Functions
- Psychological Safety Practices — Encouraging Early Reporting of Problems
- Virtual and Dispersed Team Rhythms — Sustaining Engagement Across Sites
- Coaching Conversations — Developing Workstream Leads Under Pressure

## Day 7: Negotiation in Projects

- Interest-Based Negotiation — Separating People From the Problem
- Best Alternative Analysis — Setting Walk-Away Points Before Talks
- Resource Negotiation With Functional Managers — Securing Named Specialists
- Scope and Schedule Trade-Off Negotiation — Protecting Critical Deliverables
- Negotiation Preparation Template — Mapping Issues, Options and Concessions

## Day 8: Conflict Resolution and Difficult Conversations

- Conflict Source Diagnosis — Task, Process or Relationship Disputes
- Conflict Handling Modes — Choosing Collaborate, Compromise or Direct
- Mediation Between Workstreams — Facilitating Agreements Both Sides Own
- Difficult Conversation Structure — Addressing Underperformance Directly
- Escalation Path Design — Deciding When a Dispute Leaves the Team

## Day 9: Executive Reporting and Steering Committees

- One-Page Status Report — Highlighting Decisions Executives Must Take
- Traffic-Light Ratings With Evidence — Avoiding Watermelon Reporting
- Steering Committee Briefing Packs — Framing Options and Recommendations
- Bad-News Delivery — Presenting Slippage With a Recovery Proposal
- Executive Presentation Rehearsal — Handling Challenge and Questions

## Day 10: Practising the Stakeholder Engagement and Communication Plan

- Stakeholder Mapping Exercise — Applying Days 2 and 4 to a Live Case
- Influence and Negotiation Role-Play — Applying Days 3 and 7 Together
- Conflict Simulation — Applying Day 8 Methods Under Time Pressure
- Steering Committee Simulation — Applying Day 9 Reporting to Executives
- Stakeholder Engagement and Communication Plan — Final Peer Review

## Applying Project Leadership and Stakeholder Communication After the Course

- Refresh the stakeholder register of a current project with power-interest and attitude ratings, then agree three engagement actions with the sponsor
- Replace one recurring status meeting with a one-page executive report that names the decisions required and the evidence behind each rating

## Project Leadership and Stakeholder Communication Questions FAQ

### What is project leadership and stakeholder communication, and why does it matter now?

Project leadership and stakeholder communication is the practice of leading teams and winning support from people a project leader does not manage. It matters now because matrix organisations and dispersed teams make influence, not authority, the main lever for delivery.

### Which roles gain most from project leadership and stakeholder communication training?

Project managers, team leads and sponsors leading cross-functional teams gain most. You are responsible for results that depend on specialists, functional managers and executives outside your line, so mapping influence, negotiating and reporting clearly shape your outcomes.

### How does project leadership and stakeholder communication differ from a project scheduling course?

It differs by focusing on people, influence and messages rather than activity networks and baselines. A scheduling course builds the plan; this course secures the commitment, resources and executive decisions the plan needs.

## What do you bring back from project leadership and stakeholder communication training?

You bring back a stakeholder engagement and communication plan for a live initiative. It contains a stakeholder register, engagement targets, a communication calendar, negotiation preparation notes, an escalation path and a one-page executive report format.

## Project Leadership and Stakeholder Communication: The Way Forward

The stakeholder engagement and communication plan first informs the sponsor's decision on which stakeholders deserve personal attention in the coming phase. Project managers use it to run engagement, team leads use its calendar for messages, and steering committees receive its reports. After the first major decision, revisit which stakeholders shifted position and whether the influence map still reflects where decisions are actually made.