



London TDM

Management and Leadership

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 19 October 2025 To 23 October 2025

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

This comprehensive 5-day course titled "Managing Stakeholders and Board Relationships" is designed to equip professionals with the necessary skills and strategies to effectively manage and engage with stakeholders and board members. Through interactive sessions, case studies, and expert insights, participants will gain a deeper understanding of stakeholder dynamics and the role of governance in fostering productive relationships.

Objectives

- Understand stakeholder theory and its relevance in modern business environments.
- Acquire tools for identifying and prioritizing key stakeholders.
- Develop skills for effective communication and negotiation with stakeholders.
- Explore strategies for building strong board relationships.
- Learn practical approaches for resolving conflicts and managing expectations.

Course Outlines

Day 1: Understanding Stakeholders

- Introduction to stakeholder theory and models.
- Identifying stakeholders: tools and techniques.
- Mapping stakeholder influence and importance.
- Case study: Successful stakeholder engagement.
- Interactive group activity: Stakeholder analysis exercise.

Day 2: Communication and Negotiation

- Principles of effective communication with stakeholders.
- Active listening skills for improved stakeholder engagement.
- Negotiation strategies to balance stakeholder needs.
- Role-playing exercises in communication scenarios.
- Feedback and discussion on communication challenges.

Day 3: Building Board Relationships

- The role of the board in stakeholder management.
- Strategies for engaging with board members.
- Effective reporting and presentation to the board.
- Building trust and credibility with the board.
- Successful case studies of board-stakeholder alignment.

Day 4: Conflict Resolution and Managing Expectations

- Identifying potential conflicts in stakeholder relationships.
- Conflict resolution techniques and approaches.
- Aligning stakeholder expectations with organizational goals.
- Tools for monitoring and adjusting stakeholder agreements.
- Practical workshop: Resolving case conflicts.

Day 5: Strategic Stakeholder Management

- Developing a strategic stakeholder management plan.
- Measuring the success of stakeholder engagements.
- Leveraging technology for stakeholder management.
- Long-term relationship building strategies.
- Course review, action planning, and certification ceremony.