Customer & Stakeholder Workshops Training Course

Professional Development Training Course Outline

Category	Project Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s dynamic business environment, effective customer and stakeholder engagement is essential for organizational success. Customer & Stakeholder Workshops Training Course provides participants with practical strategies, interactive techniques, and tools to enhance collaboration, communication, and decision-making processes. This course emphasizes building meaningful relationships, managing expectations, and fostering productive interactions with customers, clients, and key stakeholders. Participants will gain hands-on experience in workshop facilitation, conflict resolution, and collaborative problem-solving, empowering them to create value-driven outcomes for their organizations.

This course is designed to help professionals develop a deep understanding of stakeholder dynamics, workshop design, and facilitation methodologies. By leveraging case studies, real-world examples, and practical exercises, participants will learn how to plan and execute workshops that drive alignment, innovation, and customer satisfaction. The program integrates the latest industry best practices, focusing on outcome-oriented engagement, stakeholder mapping, and effective communication strategies, enabling participants to achieve measurable results and strengthen organizational performance.

Programme Curriculum

Customer & Stakeholder Workshops Training Course

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Course Objectives

1. Understand the principles of effective customer and stakeholder engagement.
2. Learn to plan and structure interactive workshops for diverse audiences.
3. Develop facilitation skills to guide productive discussions.
4. Master techniques for conflict resolution during stakeholder interactions.
5. Explore stakeholder mapping and analysis strategies.
6. Apply collaborative problem-solving methods for complex issues.
7. Enhance communication skills for diverse and multi-level stakeholders.
8. Implement feedback collection and evaluation strategies for workshops.
9. Use digital tools to facilitate virtual and hybrid workshops.
10. Foster customer-centric approaches in workshop design.
11. Strengthen decision-making processes through stakeholder participation.
12. Integrate innovation and creativity techniques in stakeholder engagement.
13. Analyze case studies to identify best practices in workshop facilitation.

Organizational Benefits

- Improved stakeholder alignment and satisfaction
- Enhanced collaboration across teams and departments
- Increased efficiency in decision-making processes
- Better identification and management of risks and expectations
- Enhanced innovation and problem-solving capabilities
- Strengthened customer-focused organizational culture
- Reduced project delays through improved communication
- Higher success rates of initiatives and programs

- Increased employee engagement in stakeholder activities
- Improved reputation and trust with external partners

Target Audiences

1. Project managers
2. Business analysts
3. Customer experience professionals
4. Operations managers
5. Team leads and supervisors
6. Corporate trainers and facilitators
7. Stakeholder engagement specialists
8. Organizational development consultants

Course Duration: 5 days

Course Modules

Module 1: Introduction to Customer & Stakeholder Engagement

- Importance of engagement in organizational success
- Identifying internal and external stakeholders
- Understanding stakeholder expectations and needs
- Workshop planning fundamentals
- Engagement strategies for diverse audiences
- Case study: Effective stakeholder engagement in a product launch

Module 2: Workshop Design and Structure

- Designing workshops for maximum participation
- Defining workshop objectives and outcomes
- Agenda creation and time management
- Activity-based learning techniques
- Tools for interactive sessions
- Case study: Transforming a traditional meeting into a dynamic workshop

Module 3: Facilitation Skills for Stakeholder Workshops

- Core facilitation principles

- Managing group dynamics
- Encouraging participation and collaboration
- Handling difficult participants
- Techniques for consensus building
- Case study: Facilitating cross-functional workshops in a corporate setting

Module 4: Conflict Resolution and Negotiation

- Identifying potential conflicts early
- Negotiation techniques for diverse stakeholders
- Mediation and problem-solving strategies
- Maintaining neutrality and objectivity
- Communication methods for conflict resolution
- Case study: Resolving stakeholder conflicts in a technology project

Module 5: Stakeholder Mapping and Analysis

- Tools for stakeholder identification
- Analyzing influence, interest, and impact
- Prioritizing stakeholders for engagement
- Creating stakeholder matrices
- Communication planning based on analysis
- Case study: Stakeholder mapping in a global expansion initiative

Module 6: Collaborative Problem-Solving Techniques

- Structured problem-solving frameworks
- Brainstorming and ideation methods
- Decision-making models for groups
- Integrating diverse perspectives
- Action planning and follow-up strategies
- Case study: Collaborative workshop for process improvement

Module 7: Digital Tools and Virtual Workshops

- Overview of digital collaboration tools
- Conducting virtual workshops effectively

- Hybrid workshop best practices
- Interactive polls, surveys, and breakout sessions
- Recording and documenting workshop outcomes
- Case study: Virtual stakeholder workshop for a multinational company

Module 8: Evaluation and Continuous Improvement

- Collecting feedback from participants
- Measuring workshop success and ROI
- Reporting outcomes to stakeholders
- Continuous improvement strategies
- Scaling best practices across teams
- Case study: Post-workshop evaluation and lessons learned

Training Methodology

- Interactive lectures and presentations
- Hands-on workshop simulations
- Role-playing and scenario-based exercises
- Group discussions and collaborative activities
- Case study analysis and real-world examples
- Practical application of digital tools for workshops

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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