Training Course on Stakeholder Mapping and Engagement for Policy Impact

Professional Development Training Course Outline

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

Course Introduction

Effective stakeholder mapping and engagement is a critical component for driving policy impact, shaping public discourse, and achieving sustainable development outcomes. In today's fast-paced policy environment, organizations, policymakers, and advocates must identify, prioritize, and strategically engage stakeholders to influence decision-making and build coalitions for change. Training Course on Stakeholder Mapping and Engagement for Policy Impact equips participants with cutting-edge tools and innovative methodologies to systematically map stakeholders, analyze their influence, and foster productive engagement that leads to tangible policy shifts.

This course combines practical case studies, evidence-based techniques, and interactive sessions designed to build participants' capacity in stakeholder analysis, power mapping, engagement strategy, and advocacy for policy influence. Whether you work in governance, non-profits, private sector, or academia, this training provides actionable insights to navigate complex stakeholder landscapes, mitigate conflicts, and strengthen policy advocacy efforts. Participants will emerge with a robust stakeholder engagement framework tailored to maximize policy outcomes.

Programme Curriculum

Training Course on Stakeholder Mapping and Engagement for Policy Impact

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Course Objectives

1. Understand the fundamentals of stakeholder mapping and analysis for policy impact.
2. Identify key policy influencers, decision-makers, and advocacy targets.
3. Apply power mapping techniques to evaluate stakeholder influence.
4. Develop comprehensive stakeholder engagement strategies.
5. Strengthen policy advocacy skills through targeted stakeholder engagement.
6. Utilize data-driven tools for stakeholder identification and mapping.
7. Analyze stakeholder interests, power dynamics, and alliances.
8. Integrate inclusive stakeholder engagement for marginalized voices.
9. Foster multi-stakeholder collaboration for policy development.
10. Design effective communication and engagement plans.
11. Apply conflict management strategies within stakeholder landscapes.
12. Monitor and evaluate the impact of stakeholder engagement efforts.
13. Build sustainable networks and partnerships to influence policy decisions.

Target Audiences

1. Policy Analysts
2. Advocacy and Lobbying Professionals
3. Government Officers
4. NGO and Civil Society Leaders
5. Academicians and Researchers
6. Corporate Social Responsibility (CSR) Managers
7. Community Development Practitioners
8. Development Partners and Donor Agencies

Course Duration: 5 days

Course Modules

Module 1: Introduction to Stakeholder Mapping and Policy Influence

- Definition and importance of stakeholder mapping
- Types of stakeholders in policy environments
- Understanding stakeholder roles in policy formulation
- The link between stakeholder engagement and policy impact
- Tools for initiating stakeholder mapping
- **Case Study:** Successful stakeholder mapping in Kenya’s education policy reform

Module 2: Stakeholder Identification and Classification

- Stakeholder identification techniques
- Stakeholder classification models (e.g., Salience Model)
- Mapping stakeholders by interest and influence
- Prioritizing stakeholders for engagement
- Tools for stakeholder profiling
- **Case Study:** Mapping stakeholders in climate change policy in East Africa

Module 3: Power Mapping and Influence Analysis

- Introduction to power mapping frameworks
- Identifying power holders and hidden influencers
- Visualizing stakeholder networks
- Assessing influence and interests in policy
- Using social network analysis for stakeholder mapping
- **Case Study:** Influence mapping in public health policy advocacy

Module 4: Developing Stakeholder Engagement Strategies

- Crafting targeted engagement plans
- Building trust and maintaining stakeholder relationships
- Communication strategies for diverse stakeholders
- Setting engagement objectives and outcomes
- Managing stakeholder expectations
- **Case Study:** Engaging stakeholders for gender equality policy in Rwanda

Module 5: Policy Advocacy and Strategic Communication

- Advocacy planning linked to stakeholder insights
- Crafting persuasive policy messages
- Building advocacy coalitions
- Media engagement for policy influence
- Leveraging digital platforms for stakeholder outreach
- **Case Study:** Advocacy for land rights policy in Uganda

Module 6: Inclusive Engagement and Social Equity

- Principles of inclusive stakeholder engagement
- Engaging marginalized and vulnerable groups
- Addressing power imbalances
- Gender-responsive engagement strategies
- Cultural competency in policy engagement
- **Case Study:** Inclusive stakeholder engagement in indigenous rights policy in Bolivia

Module 7: Conflict Management in Stakeholder Engagement

- Identifying potential conflicts in stakeholder interests
- Conflict resolution frameworks
- Mediation and negotiation techniques
- Building consensus among diverse stakeholders
- Preventing engagement fatigue and resistance
- **Case Study:** Conflict management in stakeholder dialogue for mining policies in Ghana

Module 8: Monitoring, Evaluation, and Sustaining Engagement

- Designing M&E frameworks for stakeholder engagement
- Key indicators for tracking policy influence
- Adaptive strategies for sustained engagement
- Feedback mechanisms for stakeholders
- Scaling and institutionalizing stakeholder networks
- **Case Study:** Sustaining stakeholder engagement in global health policy initiatives

Training Methodology

- Interactive lectures and expert presentations

- Hands-on exercises and simulation activities
- Group discussions and peer learning
- Role-playing for stakeholder negotiation and advocacy
- Case study analysis and real-world examples
- Development of personalized stakeholder engagement plans

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

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com