
Stakeholder Engagement and Project Communication





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Stakeholder Engagement and Project Communication is a 5-day senior course delivered by Mars Training Centre UK in London, Paris, Dubai, Amman, and Cairo — designed for project managers, programme leaders, and senior delivery professionals who run projects in stakeholder-heavy environments where communication is as decisive as schedule or cost.

Most projects do not fail on technical grounds. They fail because the people who needed to support them did not, the people who needed to be informed were not, and the people who needed to be heard were ignored. Stakeholder engagement and project communication are the disciplines that prevent that pattern, and they are increasingly what senior sponsors look for in project leaders.

Across five focused days, you will work through stakeholder analysis at senior level, engagement strategy across complex networks, structured project communication design, and the harder edges of difficult and high-stakes communication. The faculty are senior practitioners who have led stakeholder-intensive projects in regulated, public-sector, and international contexts.

The week opens with stakeholder analysis at senior level, moves into engagement strategy across complex networks, then into project communication management, then into high-stakes and difficult communication, and closes with synthesis and a personal action plan built around your own project.

What You Will Learn

By the end of this programme, you will be able to:

- Apply structured stakeholder analysis to complex project contexts.
- Map stakeholder power, interest, attitude, and influence with executive judgement.
- Build a stakeholder engagement plan that survives contact with reality.
- Design a project communication management plan integrated with delivery.
- Lead high-stakes communications with sponsors, regulators, and the board.
- Manage difficult and hostile stakeholders without losing project ground.
- Apply structured negotiation to project scope, schedule, and cost trade-offs.
- Communicate bad news at senior level honestly and effectively.
- Build a personal stakeholder leadership development plan.

How You Will Benefit

You will leave with a structured stakeholder and communication approach, applied to your real project context, and a Mars Certificate of Completion.

Your organisation will gain a project leader who builds and holds the political support major projects need, surfaces issues earlier, and communicates with the discipline that wins board confidence.



Who This Programme Is For

This programme is designed for senior delivery leaders, including:

- Project managers and senior project managers
- Programme managers and project directors
- Heads of PMO and senior PMO managers
- Heads of transformation and change directors
- Public-sector project leaders and senior responsible owners
- Engagement managers and consulting delivery leads
- Senior project sponsors and capital project owners

The seniority floor is experienced project manager.