

COURSE BROCHURE

# Stakeholder Engagement in Policy Development

Professional Training Course

Skillslab Training Provider

Skills for Tomorrow's World 



## Course Description

### Course Overview

Stakeholder Engagement in Policy Development is a comprehensive, knowledge-based training program designed to help managers understand how effective engagement with stakeholders strengthens policy quality, legitimacy, and implementation success. The course explains who stakeholders are in the policy context, why their involvement matters, and how structured engagement supports evidence-informed decision-making, risk reduction, and public trust. It focuses on concepts, frameworks, and governance principles rather than on tactical communication campaigns or advanced facilitation exercises.

For new and first-time managers, stakeholder engagement is often one of the most challenging aspects of policy work. Managers are expected to balance competing interests, manage expectations, and support inclusive decision-making while maintaining organizational objectives and timelines. This course contributes directly to leadership training for new managers by building strategic awareness, analytical thinking, and confidence in managing complex relationships. It delivers workplace value by improving coordination, reducing resistance to policy initiatives, and supporting more sustainable and implementable policy outcomes.

### Key Outcomes

- By the end of this program, participants will be able to explain the concept and purpose of stakeholder engagement in policy development.
- By the end of this program, participants will be able to identify different categories of stakeholders and their interests.
- By the end of this program, participants will be able to understand why early engagement improves policy outcomes.
- By the end of this program, participants will be able to distinguish between consultation, participation, and collaboration.
- By the end of this program, participants will be able to recognize common risks and challenges in stakeholder engagement.

- By the end of this program, participants will be able to contribute to engagement planning at a managerial level.
- By the end of this program, participants will be able to support trust-building and credibility in policy processes.

### **Who Should Attend**

- First-time managers working in public policy or regulatory environments
- Supervisors and section heads involved in policy design or review
- Team leaders coordinating cross-departmental or external inputs
- High-potential employees preparing for leadership responsibilities
- Policy analysts and strategy professionals
- Planning, governance, and performance management staff
- Managers involved in reform, consultation, or change initiatives

Prerequisites: No prerequisites are required. Basic familiarity with organizational or policy processes is helpful but not mandatory.

### **Course Outline by days**

#### **Day 1 Foundations of Stakeholder Engagement in Policy**

- Definition and purpose of stakeholder engagement
- Stakeholders in the policy lifecycle
- Why engagement matters for policy legitimacy and quality
- Roles of managers in engagement processes
- Common misconceptions about stakeholder involvement

#### **Day 2 Stakeholder Identification and Analysis**

- Mapping stakeholders and interest groups
- Understanding influence, interest, and expectations
- Internal versus external stakeholders
- Prioritizing stakeholders in policy development
- Ethical considerations in stakeholder analysis

- Governance structures supporting engagement
- Transparency and accountability requirements
- Managing confidentiality and sensitive information

#### **Day 4 Managing Relationships and Expectations**

- Balancing competing stakeholder interests
- Managing disagreement and resistance
- Communication principles for engagement processes
- Role of managers in coordination and alignment
- Maintaining neutrality and professionalism

#### **Day 5 Integration, Evaluation, and Continuous Improvement**

- Integrating stakeholder input into policy decisions
- Documenting and justifying policy choices
- Evaluating engagement effectiveness
- Learning from engagement outcomes
- Strengthening engagement capability within teams

#### **Methodology**

The program is delivered through a primarily theoretical and concept-driven methodology aligned with a leadership fundamentals course and a new manager leadership course. The delivery emphasizes structured explanations of stakeholder engagement frameworks, policy governance principles, and managerial responsibilities. Simplified policy cases and guided discussions are used to illustrate how engagement supports better decisions, without relying on intensive workshops, simulations, or advanced facilitation techniques. Interaction is designed as a combination of individual reflection and light group discussion, enabling participants to connect concepts to their own managerial roles. Training materials include concise summary sheets, a structured workbook, simple stakeholder mapping templates, and a practical toolkit that can be reviewed or adapted using a computer. Optional minimal pre-work or follow-up discussions may be offered upon request to reinforce leadership development for team leaders and management skills training objectives.

#### **Assessment & ROI**

measurement of return on investment is determined internally by the client organization and may include indicators such as policy acceptance, reduced implementation resistance, quality of stakeholder feedback, and managerial performance evaluations. Internal measurement is managed by the client organization and is outside the scope of our delivery. Optional follow-up sessions or refresher discussions may be provided upon request to support continuous improvement.

### **Instructor Profile**

Instructor assignment depends on the delivery date and city. We work with a global pool of trainers. Please contact us to confirm the most suitable available instructor for this course based on schedule and location.

### **Conclusion**

Stakeholder Engagement in Policy Development equips new and emerging managers with the knowledge and perspective needed to manage complex policy environments with confidence and professionalism. As part of leadership training for new managers, supervisor leadership program pathways, and management skills training initiatives, this course strengthens strategic thinking, relationship management, and policy credibility. Organizations are invited to contact us to tailor delivery options including onsite, online, or blended formats and suitable duration choices, with participants receiving a certificate of completion upon successful attendance.

# Contact Us

For registration inquiries, upcoming dates, or group pricing, please contact us:

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