

Digital Stakeholder Mapping and Influence Strategies

COURSE OVERVIEW

This course provides practical guidance on creating a comprehensive strategy with frameworks and tools to digitally map, analyze, and engage stakeholders in complex organizational and policy environments. It emphasizes the use of AI, big data, and network analysis to identify key actors, assess power dynamics, and develop influence strategies. By combining traditional stakeholder theory with digital innovation, the course equips participants to design engagement plans that build trust, foster collaboration, and manage conflicts across sectors.

WHO SHOULD ATTEND?

This course is designed for public affairs specialists, corporate strategists, policymakers, project managers, NGO leaders, sustainability officers, and consultants involved in multi-stakeholder engagement and governance initiatives.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Use digital tools and AI to map and analyze stakeholders.
- Identify influence networks, power relationships, and communication flows.
- Develop influence and engagement strategies for complex projects.
- Align stakeholder strategies with transparency and governance standards.
- Apply data-driven insights to predict stakeholder behavior and manage risks.
- Foster collaboration and trust through inclusive, technology-enabled engagement approaches.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- AI and big data in stakeholder mapping.
- Social network analysis for influence strategies.
- OECD and ISO 37000 frameworks for responsible stakeholder engagement.
- Case studies: stakeholder mapping in infrastructure, ESG, and public policy.
- Digital communication tools for real-time stakeholder monitoring and reporting.
- How to design data-driven engagement plans that foster accountability and trust.
- Executive insights into the future of communication in hybrid workplaces.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate.
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded.