GOVERNMENT RELATIONS, STAKEHOLDER ENGAGEMENT & PUBLIC CONSULTATION

Introduction

This course introduces participants to the strategic principles and practical approaches required to manage stakeholder relationships, strengthen government engagement and conduct effective public consultation. Organisations operating in complex policy, development and business environments must engage with diverse stakeholders whose interests, expectations, influence and levels of support can significantly affect the success of policies, programmes, projects and institutional initiatives. The programme provides a comprehensive framework for stakeholder identification, stakeholder mapping, influence and interest analysis, government relations, public consultation, engagement planning, negotiation, relationship management and conflict prevention. Participants will examine how to identify key stakeholders, understand their priorities and influence, build constructive relationships and establish engagement processes that encourage meaningful participation and mutual understanding. Particular attention is given to government and institutional relations, inclusive consultation, stakeholder communication, managing competing interests, negotiation and consensus building, community engagement and strategic partnerships. Participants will also explore approaches for building trust, managing stakeholder expectations and maintaining transparent and accountable engagement throughout the policy or project lifecycle.

Course Objectives

- Understand stakeholder-engagement principles.
- Map stakeholders and their interests.
- Analyse stakeholder influence and power.
- Develop government-relations strategies.
- Design effective public consultations.

- Manage competing stakeholder expectations.
- Strengthen institutional relationships.
- Improve stakeholder communication.
- Build sustainable partnerships

Course Modules

> Module 1: Stakeholder Engagement Foundations
- Stakeholder engagement principles
- Engagement objectives
- Stakeholder accountability
- Principles of meaningful participation

> Module 2: Stakeholder Identification
- Stakeholder categories
- Internal stakeholders
- External stakeholders
- Affected communities

> Module 3: Stakeholder Power and Influence
- Power analysis
- Interest analysis
- Influence mapping
- Stakeholder prioritisation

> Module 4: Government Relations
- Government structures
- Institutional mandates
- Government engagement
- Relationship management

> Module 5: Public Consultation
- Consultation principles
- Consultation planning
- Inclusive consultation
- Consultation documentation

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> Module 6: Stakeholder Communication
- Communication strategies
- Stakeholder messaging
- Feedback mechanisms
- Information disclosure

> Module 7: Negotiation and Conflict Management
- Stakeholder negotiation
- Managing competing interests
- Conflict prevention
- Consensus building

> Module 8: Community Engagement
- Community participation
- Vulnerable stakeholders
- Social licence and trust
- Community feedback

> Module 9: Partnerships
- Strategic partnerships
- Multi-stakeholder platforms
- Partnership governance
- Maintaining relationships

> Module 10: Stakeholder Engagement Strategy
- Stakeholder assessment
- Engagement priorities
- Implementation framework
- Monitoring and evaluation

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