

PUBLIC WORKSHOP

STAKEHOLDERS ENGAGEMENT : PRESENCE, POWER & PERSUASION

Duration : 2 Days

Start a conversation
with our AI Assistant 🤖



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Workshop Description

In today's interconnected and fast-paced world, the success of an organization hinges not only on strategic decisions but also on its ability to effectively manage and engage stakeholders. From regulators and senior management to cross-departmental peers and international headquarters leaders, must navigate complex relationships and competing priorities to drive organizational success. This transformative two-day workshop tailored for senior executives and managers who interact with diverse stakeholders daily. This program addresses the critical need to bridge gaps, foster trust, and establish collaborative relationships across organizational levels and cultural boundaries.

The workshop provides participants with proven frameworks, such as the Stakeholder Management Model (Identify, Analyze, Plan, Engage, Monitor), to identify stakeholder priorities, design engagement strategies, and ensure alignment with organizational goals. Through immersive role-plays, case studies, and actionable tools, participants will develop the confidence to lead assertive and empathetic conversations, resolve conflicts, and manage expectations effectively.

At the heart of this program is the understanding that building bridges with stakeholders goes beyond transactional interactions. It is about creating authentic connections, addressing challenges with empathy, and achieving outcomes that benefit both the organization and its partners. This workshop will empower participants to become influential leaders who inspire cooperation, foster alignment, and drive results in even the most challenging situations.

Workshop Learning Objectives

Participants will learn to:

- Systematically identify and categorize stakeholders using tools like the Power vs. Interest Grid.
- Perform stakeholder analysis to understand influence, needs, and priorities.
- Develop tailored engagement strategies for different stakeholders.
- Master assertive communication techniques to handle conflicts and challenges.
- Leverage emotional intelligence to improve interpersonal relationships and team collaboration.
- Use structured approaches (e.g., SCARED, ADR, and DESSC frameworks) to manage high-stakes discussions.
- Build resilience and manage personal emotions during intense conversations.
- Monitor and adjust stakeholder engagement plans for long-term success.

Workshop Learning Outcomes

By the end of this training, participants will be able to:

- Identify and analyze key stakeholders and their influence on organizational success.
- Plan and execute stakeholder engagement strategies tailored to specific needs and priorities.
- Communicate assertively and empathetically during challenging conversations to maintain trust and cooperation.
- Apply emotional intelligence to navigate complex interpersonal dynamics and foster positive relationships.

Who Should Attend

- Executives
- Managers
- Senior Managers



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Workshop Outline / Agenda

Day 1: Understanding Stakeholders and Difficult Conversations

9:00 AM – 10:30 AM

Module 1: Introduction to Stakeholder Management

- Overview of the Stakeholder Management Model.
- Identifying stakeholder needs and organizational impacts.
- Importance of building mutual respect and trust.

Activity: Group discussion on real-life stakeholder challenges.

10:45 AM – 1:00 PM

Module 2: Stakeholder Analysis and Planning

- Using the Power vs. Interest Grid for stakeholder categorization.
- Assessing individual influence and aligning expectations.
- Planning engagement strategies for key stakeholders.

Activity: Case study on stakeholder mapping and planning.

2:00 PM – 3:30 PM

Module 3: Fundamentals of Difficult Conversations

- Identifying common barriers in high-stakes communication.
- Balancing empathy and assertiveness.
- Techniques to defuse tension and refocus discussions.

Activity: Role-play exercises on handling a challenging conversation with a regulator.

3:45 PM – 5:00 PM

Module 4: Assertiveness in Action

- Saying "no" to unrealistic demands tactfully.
- Framing feedback using the BIS method.
- Expressing opinions to gain buy-in and alignment.

Activity: Role-play: Negotiating priorities with Customers

TRAINING METHODOLOGY

The training methodology will be based on the **ATCEN PEAK** methodology.

This includes:

- Pre learning
- Post learning
- Group activities
- Exercises
- Discussions
- Presentations
- Lots of reflection and sharing

Day 2: Advanced Techniques and Monitoring

9:00 AM – 10:30 AM

Module 5: Emotional Intelligence in Stakeholder Management

- Leveraging self-awareness and empathy in communication.
- Recognizing and managing personal triggers.
- Building rapport and trust with stakeholders.

Activity: How I can build better Trust!

10:45 AM – 1:00 PM

Module 6: Frameworks for Courageous Conversations

- Applying SCARED and ADR techniques to address conflicts.
- Structuring discussions with facts, empathy, and solutions.
- Managing emotions and ensuring productive outcomes.

Activity: Case study on conflict resolution with cross-department teams.

2:00 PM – 3:30 PM

Module 7: Engaging Stakeholders Effectively

- Tailoring communication styles to different audiences.
- Strategies for upward, peer, and downward communication.
- Handling objections and building consensus.

Activity: Group simulation of a stakeholder meeting.

3:45 PM – 5:00 PM

Module 8: Monitoring and Sustaining Engagement

- Setting KPIs to evaluate stakeholder engagement success.
- Adapting engagement strategies for long-term relationships.
- Ensuring alignment with organizational goals.

Activity: Team exercise: Creating a stakeholder monitoring plan.

Formal and Professional Education

- Chartered Global Management Account (CGMA), Associate Chartered Management Accountant (ACMA), Certified Accountant (Malaysia), CA(M)
- MSc. in Engineering Business Management (Warwick University, UK)
- Doctorate in Business Administration ongoing (UNITAR, MY)

Certifications

- John Maxwell Certified Speaker, Coach and Trainer
- Brian Tracy Certified Trainer (Sales, Personal Mastery and Leadership)
- Certified Personal Profiler in DiSC (Thomas International)
- Certified Professional Coach (CCA and MACC)
- Certified NLP Practitioner (NPNLP)
- Certified Master Trainer (Western Kentucky University, USA)
- HRD Corp TTT Certified and Accredited Trainer (PSMB)

Working Experience

- Owner of College, Film Production House, Recruitment Agency, Event & Technology Firms.
- Worked in Accounting, External Audit, Internal Audit, IT, Vacation Ownership, Hotel, Oil Plantation, Consulting, BPO for Contact Centre and Customer Experience

Significant Achievements:

Jeremy has facilitated sessions with Senior Managers and can manage diverse personalities. He has trained and consulted over 300 companies

- He has over 3000 days of workshop training experience
- He has conducted 1-to-1 coaching sessions (3-6 sessions each) for over 40 business owners, senior managers and senior executives
- Designed, developed and completed Leadership/ Management/ Supervisory/ Graduate Development Programs for CNI, ELK Desa, Etiqa, Danone Dumex, DiGi, DCHAuriga, Heitech Padu, Heineken, Havi Logistics, IBM, Maxis, Polyplastics, Sony Marketing, Sony EMC (PG), TM, Toyota Capital, Universiti Malaya Hospital
- Conducted 360 Leadership Evaluation for over 90 participants from 5 different companies
- Led the CX and Digital Transformation Project in Hong Leong Bank 7000 participants & CX Value re-designed (2013-2015).
- Colead multiple CX and Transformation Projects in Amanah Raya Berhad, CIMB, Bank of China, Bank Negara, Bank Rakyat, DHL Express, Etiqa, Digi, EON, Intertouch, KWSP, MGCC, TMNet
- Facilitated Strategic Planning and Business Acumen Training for multiple MNC and large SME Companies
- Partnered Siemens to upskill their clients
- Partnered HP to successfully brand 20 MSC status companies via MDEC in 2010
- Successfully got approval for 2 MSC status companies in 2000 and 2008
- Setup in-house Training Academy for Berhad Company in 2001.
- Undertaken multiple mid-size M&A personally and for clients
- Team Lead on joint Accenture IT Project to develop online trading system in 2000
- Project Manager for 1st worldwide ISO 9002:1994 for Vacation Ownership and Hotel Operations, completed in 18 months in 1999



Companies Jeremy has trained in house

ACI Worldwide, ADT, AEON Credit, Alegion, Acer Sales and Service, Affin Hwang, Altera, Alam Flora, Alliance Bank, Al Rajhi Bank, Ajinomoto, Atos Origin, AIA, AIA Shared Services, Air Liquide, AMEX, Altera, AmBank, Amanah Raya Berhad, Antah Schindler, Asia Assistance Network, Atlas Capco, Astro AXA, Baby Kiko, Bandaraya Development, Bank Islam, Bank Rakyat, Bangkok Bank, Bank of China, Bacfree, BASF, BASF Petronas, Big Dutchman Agriculture, Blackchem, Bolton, Brand Suntory, Bursa Malaysia, Bytedance, Cambodia Brewery, Cambodian Public Bank, Canon Marketing, Carlsberg Malaysia, Celcom, Cellnet, Cerebos Asia Pacific, CCGC Chuan Huat, CIMA (UK) Cima, CIMB Bank, CMACGM, Chin Hin, Comex Genesys, CNI Bhd, Continental Automotive, CSC, CTOS, Danone Dumex, Danisco, DCHAuriga, Dell, DHL Express, DHL, DHL Logistics, DiGi, Duopharma EasyCall, ELK Desa, ENVO BPO, EON, EON Bank, EPIC Group, Etiqa, EPIQ Exxon Mobil, Fibertex, Fuji Xerox, FXM, Gamuda, Great Eastern, GE Engine, GRAB, Grand Millennium Hotel, Guinness Anchor Berhad, Havi Logistics, Healthmetrics, Heitech Padu, Hitachi, Hitachi ebwrox, Hong Leong Bank, HP, Hilti, Hwang DBS, IBBM, IBM, ICDM, IJM Corp, IOI Corporate, Inokom, Intertouch, Inti University College, IPG Media Brands, ISATEC, Iskandar Regional Development Board, JCL Management (China), Kenanga Investment Bank Berhad, KLK Oleo, KLK Kepong, Kuwait Finance House, KWAP, KWSP, LaFarge, Lenovo, Ilaollao, LHDN, MAA, Maxis, Maybank, Maybank Life, Maybank General Assurance, Mazars, MBF Cards, MCIS, MMC Corporation, MMC-Gamuda JV MRT, MDEC, Merck, Mesiniaga, MLRe, Monarch, MSIG, MYOB, NIAM, Nike, Nirvana, Nistrans Logistic, Nokia, North-West, Nu Skin, OCBC, OSK Securities, JOBBank, Pantai Hospital, Palm Oleo, Perodua, Pharmaniaga, Philips, Petronas, PLUS Prestech, Prometric, Prominent, Protank, PSDC, Public Bank, Puswari Hospital, Quinetics Rangkainan Segar, Resource Entity, Resmed, RHB Bank, RHB Insurance, Sapura Crest, Scomi, Sony EMC, Sony Marketing, Shell Trading, Shell (Miri), Siemens, Siemens Healthcare, Sipco, SIRIM, Silverlake, SME Corp, Spices and Seasoning, SP Setia, SRG, Standard Chartered, STARCNC Penang, Sudong, Sunway, Sunway Medical, SWIFT, Takaful Ikhlas, The Food Purveyor, The STAR Telekom Malaysia, Telekom Sales and Service, Tanco Berhad, TM Touch, TM Net, TNT Worldwide Express, Tenaga Nasional Berhad, Tokio Marine, TimeDotcom, Top Glove, Toshiba, Toyota Capital, U-Mobile, UMW Toyota, UKM Holdings, UOB Bank, VADS, Volvo Trucks, Vision IP, Waterco, Zenith Media, Zuellig Pharma, ZTE



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AB Mauri	DKSH Malaysia	Luno	ResMed
ACSON Malaysia	Duopharma	Lexus	RHB Bank
AEON Credit	E.H. Utara Holdings	llaollao	RHB Insurance
Affin Holdings	Eastern Pacific Industrial Corporation	Maclean Services	RIA IME
AgensKaunseling & Pengurusan Kredit (AKPK)	Edaran Otomobil Nasional	Mah Sing Group	Ricoh
AgroBank	Edaran Tan Chong Motor	Majlis Amanah Rakyat (MARA)	Robert Bosch
AHAM Asset Management	ELK Desa	Malakoff Utilities	Royal Selangor Marketing
AIA Group	ELKEN	Malaysia Airlines	Samsung Malaysia
Air Asia	Entegris	Malaysia Airports	SanofiAventis
Airfoil Services	Envo BPO	Malaysian Life Reinsurance	Sarawak Energy
Air Liquide	Eppendorf	Malaysian Rubber Council	Sarawak Information Systems (SAINS)
Air Selangor	Etika Insurance	Malaysian Resources Corporation	Sarawak Metro
Ajinomoto	EXACT Malaysia	Mandarin Oriental Kuala Lumpur	Schlumberger
Al-Futtaim	Exxon Mobil Corporation	Manpower Staffing Services	Seagate
Al Rajhi Bank	F&N Dairies (Malaysia)	Manulife	Securiforce Logistics
Alam Flora	Felda Group	Mary Kay	Securities Industry Development Corporation
Alliance Bank	Fibertex Personal Care	Mass Rapid Transit Corporation	SECollege
Allianz	FireFly	Maxis	Senheng Electric (KL)
Amanah Raya	FoodPanda Malaysia	Maybank Group	Shangri-La Hotels
Amanah Saham Nasional (ASNB)	Fuji Xerox Malaysia	Mazars	Shell
AmBank	Fujitsu Telecommunications	MBSB Bank	Siemens Group
Amcorp	Gamuda	MCIS	Silverlake
AmGeneral Insurance	GCH Retail	MCMC	Sime Darby
Amway	General Electric	Measat Broadcast Network Systems	SME Bank
Apex Dental	Generali Insurance Malaysia	Media Prima	SME Corp
ASTRO	Gene Martino	MercedesBenz Malaysia	Sony EMCS
Atomy	Genting Malaysia	MerchantradeAsia	Sonoco Products
Auto Bavaria	Gleneagles Kuala Lumpur	Mesiniaga	SP Setia
Averis	Golden Screen Cinema	MIDA	SRG Asia Pacific
AXA Group	GRAB Malaysia	Microsoft	Standard Chartered Bank
B Braun Medical Industries	GrandFlo	MIDF Property	Star Publication
Bacteria Free Water Filter	Grand Millennium Hotel	MIMOS	StemLife
Baker Hughes Malaysia	Great Eastern	MISC	Success Electronics
Bangkok Bank	Gucci (Malaysia)	MIT Insurance Brokers	Sudong (Singtel)
Bank Islam	GuocoLand	Mitsubishi Motors	Sumitomo Mitsui Banking Corporation
Bank Rakyat	Habib Jewels	MMC Corporation	Sunpower Malaysia Manufacturing
Bank Muamalat	HaiO Enterprise	MNRB Holdings	Sunway Group
Bank Negara Malaysia	Halal Industry Development Corporation	Monash University	Suruhanjaya Syarikat Malaysia (SSM)
Bank of China	HAVI Logistics	Mr. D.I.Y	SWIFT Support Services Malaysia
Bank of Maldives	HealthMetrics	MSIG Insurance	Symphony BPO
Bank Simpanan Nasional	Heineken Malaysia	Mydin Mohamed Holdings	Takaful Ikhlas
BASF Petronas Chemicals	HeiTechPadu	MYOB Asia	Taylor's University
Bausch & Lomb	HELP University College	NAIM	Telecontinent
BBDO Asia	Hilti Asia IT Services	Nanyang Press	TeleFlow
BD Agriculture	Hitachi eBworx	Naza TTDI	Telekom Malaysia
Berjaya Sampo Insurance	Honda Malaysia	NEC Corporations of Malaysia	TGV Cinemas
Bermaz Motor Trading	Honeywell	Nestle Products	The Food Purveyor
BigPay	Hong Leong Group	Nike Sales Malaysia	The Hilton Group
Blackhem	Hospital Pusrawi	Nirvana	The New Straits Times Press
BMW Group	HSBC Bank	Nistrans	TIME dotcom
Bonuslink	Hua Yang	Nokia	TMC Care
Boustead	Huawei Technologies	Northport	TNB
Bridgestone	IBM Malaysia	NS BlueScope	TNT Worldwide Express
British Council	IBPO Group	OCBC Bank	Tokio Marine Insurances
Brother International	iFast Service Centre	OMRON Malaysia	Top Glove
Bursa Malaysia	IJM Corporation	Pacific Mutual Fund	Toshiba
ByteDance (TikTok)	IKEA Malaysia	Panasonic	Touch 'n Go
Canon Marketing	Infineon Technologies	PayNet	Tourism Malaysia
Carlsberg	Inokom Corporation	PayPal	Toyota
CCM Pharmaceuticals	Institut Jantung Negara	Pembangunan Sumber Manusia (PSMB)	Toyota Capital
Celcom	Intel Malaysia	Penang Port	Toyota Tsusho
Cement Industries of Malaysia (CIMA)	International Medical University	Penang Skills Development Center (PSDC)	ToyoTire
Cerebos	International School of Kuala Lumpur (ISKL)	Perkeso	U Mobile
Chin Hin Group	INTI College	Pernec	UEM Group
Chuan Huat Resources	IOI Group Corporation	Perodua	UITM
Chubb Insurance	IPG Mediabrands	Petronas	UKM Group
CIDB	Iskandar Investment	Pfizer	UMW Group
Cigna International Health Services	Jobstreet Malaysia	Pharmaniaga	United Overseas Bank (UOB)
CIMB Bank	Johnson Controls	PHHP Marketing	UOA Group
Cisco Systems Malaysia	Johor Corporation	PLUS	VADS
Citibank Malaysia	Johor Port	Pokka Ace	Vale Malaysia
ClubMed	Jotun Paints	Polyplastic	ViewPoint Research Corporation
Columbia Asia	Juristech	Pos Malaysia	Volvo Malaysia
Continental Tyre PJ Malaysia	KDU College	PPG Coatings	Wasco Berhad
Credit Guarantee Corporation	Kementerian Kesihatan Malaysia	Prasarana	Waterco
CTOS Data System	Kementerian Pelajaran Malaysia	Primer Kenrich	Watsons Personal Care Store
Cuckoo	Kenangan Investment Bank	Prince Court Medical Centre	Weir Minerals
Cycle & Carriage	Kerry Ingredients	Prokhas	Western Digital
Daikin Refrigeration Malaysia	Khazanah Nasional	Prometric Technology	Wilmar
DanoneDumex	KLK Oleo Group	ProMinent Fluid Controls	WISE Payments
DayThree	KPJ Healthcare	Protect Health Corporation	Worldline
DagangNet Technologies	KPMG Malaysia	Proton Holdings	X-FAB Sarawak
Decathlon Malaysia	Kumpulan Wang Persaraan (KWP)	Prudential	YeoHiap Seng (Yeo's)
Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	PTPTN	YTL Corporation
Dhiraaghi Maldives	Kuwait Finance House	Public Bank	Zakat Selangor
DHL Group	Lee Kum Kee	QES Group	Zenith Media
Digi	Lembaga Hasil Dalam Negeri (LHDN)	QSR Brands	Zuellig Pharma
DRB Hicom	Lembaga Tabung Angkatan Tentera (LTAT)	Reckitt Benckiser	Zurich Insurance



**For more info and
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