# Stakeholder Engagement Skills in M&E Training Course

Professional Development Training Course Outline

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| **Category** | Monitoring and Evaluation | **Duration** | 10 Days |
| **Base Fee** | $3,000 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

Effective stakeholder engagement is a cornerstone of successful Monitoring and Evaluation (M&E) processes. In today's dynamic development landscape, organizations must cultivate robust engagement strategies that foster trust, collaboration, and accountability. Stakeholder Engagement Skills in M&E Training Course empowers participants with cutting-edge techniques for stakeholder mapping, relationship management, participatory planning, and strategic communication. Through interactive sessions and practical exercises, learners gain the skills to influence decision-making, strengthen partnerships, and optimize program outcomes.

Participants will master evidence-based strategies to identify, analyze, and engage diverse stakeholders, including funders, government agencies, community leaders, and beneficiaries. By integrating digital tools, participatory approaches, and conflict resolution techniques, the course enhances M&E effectiveness, promotes transparency, and drives data-informed decision-making. Attendees leave equipped to navigate complex stakeholder ecosystems with confidence and measurable impact.

## Programme Curriculum

**Stakeholder Engagement Skills in M&E Training Course**

**Introduction**

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**Course Duration**

10 days

**Course Objectives**

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

1. Apply advanced stakeholder mapping techniques for M&E projects.
2. Analyze stakeholder interests, influence, and power dynamics.
3. Develop strategic engagement plans to enhance program outcomes.
4. Build trust and collaboration with diverse stakeholder groups.
5. Integrate participatory methods in monitoring and evaluation processes.
6. Employ digital engagement tools for real-time stakeholder communication.
7. Facilitate effective stakeholder consultations and workshops.
8. Resolve conflicts and manage resistance in stakeholder interactions.
9. Align stakeholder engagement with organizational goals and SDGs.
10. Leverage feedback loops to improve program accountability.
11. Enhance communication strategies tailored to stakeholder needs.
12. Evaluate engagement outcomes using evidence-based metrics.
13. Foster sustainable partnerships to support long-term development impact.

**Target Audience**

1. M&E Professionals
2. Program Managers and Coordinators
3. Development Practitioners
4. Community Engagement Officers
5. Project Analysts and Evaluators
6. Non-Governmental Organizations (NGOs) Staff
7. Government and Public Sector Officials
8. Donor and Funding Agency Representatives

**Course Modules**

**Module 1: Introduction to Stakeholder Engagement in M&E**

- Overview of stakeholder engagement principles
- Importance of engagement for program success
- Key trends in participatory M&E
- Role of engagement in accountability and transparency
- Case study: Participatory monitoring in community health programs

**Module 2: Stakeholder Mapping and Analysis**

- Identifying internal and external stakeholders
- Power-interest grid and influence mapping
- Stakeholder prioritization techniques
- Tools for digital mapping of stakeholders
- Case study: Mapping stakeholders in a water sanitation project

**Module 3: Understanding Stakeholder Needs and Expectations**

- Gathering stakeholder insights and expectations
- Methods for needs assessment
- Managing conflicting stakeholder priorities
- Importance of cultural and social context
- Case study: Aligning stakeholder expectations in education programs

**Module 4: Developing Engagement Strategies**

- Designing targeted engagement plans
- Strategic communication frameworks
- Risk assessment and mitigation in engagement
- Setting measurable engagement objectives
- Case study: Strategic engagement in a maternal health initiative

**Module 5: Participatory Methods in M&E**

- Participatory workshops and focus group discussions
- Community scorecards and feedback mechanisms
- Co-creation of monitoring tools
- Inclusive engagement for marginalized groups
- Case study: Using participatory methods in nutrition programs

**Module 6: Communication and Reporting Techniques**

- Tailoring messages for different stakeholder groups
- Storytelling for impact and influence
- Visualizing data for effective communication
- Preparing reports for diverse audiences
- Case study: Communicating M&E results to government stakeholders

**Module 7: Digital Tools for Stakeholder Engagement**

- Social media and mobile platforms for engagement
- Using dashboards for real-time monitoring
- Digital surveys and feedback mechanisms
- Data visualization for stakeholder reporting
- Case study: Mobile-based engagement in agricultural projects

**Module 8: Conflict Resolution and Negotiation**

- Identifying potential conflicts early
- Techniques for negotiation and mediation
- Building consensus among diverse stakeholders
- Managing resistance to change

- Case study: Resolving conflicts in cross-sector partnerships

**Module 9: Building Trust and Long-Term Relationships**

- Principles of trust-building in M&E
- Consistency and transparency in stakeholder interactions
- Leveraging mutual benefits for sustainable partnerships
- Measuring relationship strength and engagement
- Case study: NGO-donor long-term engagement strategy

**Module 10: Monitoring Engagement Effectiveness**

- Key performance indicators for stakeholder engagement
- Tools for tracking participation and satisfaction
- Feedback loops for continuous improvement
- Benchmarking engagement practices
- Case study: Monitoring stakeholder participation in youth programs

**Module 11: Ethics and Accountability in Engagement**

- Ethical considerations in stakeholder interaction
- Confidentiality and data protection
- Fair and equitable engagement practices
- Promoting transparency and accountability
- Case study: Ethical engagement in health research programs

**Module 12: Engaging Marginalized and Vulnerable Groups**

- Inclusive approaches for diverse populations
- Accessibility and communication strategies
- Gender-sensitive engagement practices
- Addressing barriers to participation
- Case study: Engaging women and youth in rural development programs

**Module 13: Leveraging Feedback for Program Improvement**

- Collecting actionable stakeholder feedback
- Integrating feedback into program design
- Using feedback to refine M&E processes
- Evaluating the impact of feedback on outcomes
- Case study: Feedback-driven improvement in literacy programs

**Module 14: Stakeholder Engagement in Multi-Stakeholder Initiatives**

- Coordinating across multiple organizations
- Building coalitions and networks
- Managing competing priorities
- Aligning objectives for collective impact
- Case study: Multi-agency collaboration in disaster response

**Module 15: Advanced Trends in Stakeholder Engagement**

- Emerging digital engagement innovations

- Predictive analytics for stakeholder behavior
- Gamification and incentive-based engagement
- Leveraging AI and data-driven insights
- Case study: AI-enabled stakeholder engagement in environmental programs

### Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|

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| **23 Nov 2026** | 04 Dec 2026 | Online | $2,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $3,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $9,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com