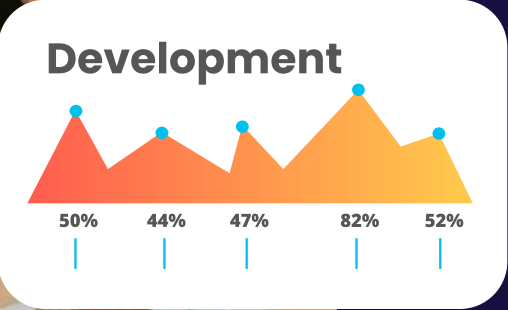
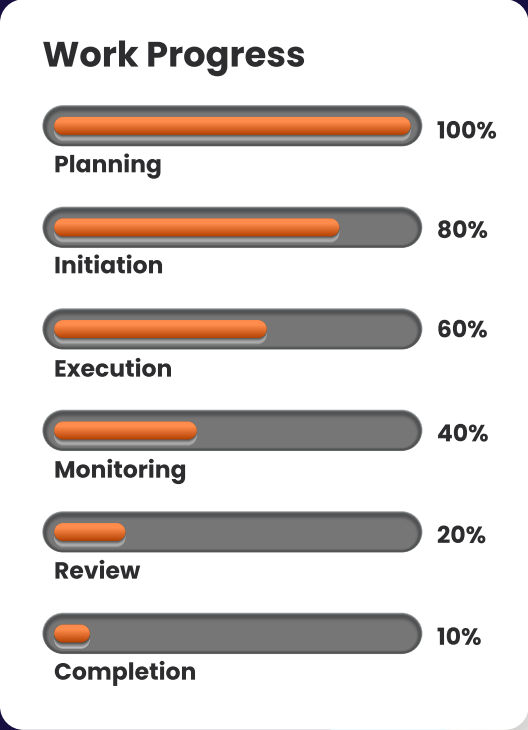


PROGRAM SYLLABUS

# Internal Stakeholder Management Course

Online Certificate Program

Last update: September 12th, 2025



# An overview

What can you expect of this program?

## Internal Stakeholder Management

This course is designed to help procurement professionals master internal stakeholder management, a critical skill for achieving organizational success.

You will begin by understanding what internal stakeholder management (ISM) is, and why it is important. We will explore the principles behind strong internal collaboration, introduce the Stakeholder Management Cycle, and walk you through the most common challenges in stakeholder engagement.

We will show you how to identify and segment stakeholders, analyze their influence and interests, and map their relationships using proven tools, such as the Power/Interest Grid. You will also learn how to plan effective engagement strategies using interviews, surveys, communication styles, and structured planning tools such as RACI.



– Marijn Overvest, founder Procurement Tactics



200+ companies trust us



**Online**, self-paced learning



**Subtitles** in 5 different languages



**Internal Stakeholder Management Templates**



**Interactive case studies**



**8-16 hours** study material



**12 months** course access



**Official certificate** upon completion



**Ready-to-use prompts** you can copy/paste



**Reading materials & bonus content**



**60-day money-back** guarantee



# About Your Instructor

## Marijn Overvest

Your instructor for this course is Marijn Overvest, the Founder of Procurement Tactics. With over 15 years of experience, Marijn has worked on deals worth over €500 million with companies like Heinz and Unilever and has trained more than 200 procurement teams worldwide.

Marijn is passionate about helping procurement professionals learn and grow. He is always looking for new ways to improve his own knowledge and share what he is learned. His experience includes working on negotiations, sustainability, and building strategies in industries like FMCG (retailers and suppliers), aviation, and pharmaceuticals.

With Marijn's practical advice and stories from personal experience, you will learn how to improve your procurement skills and achieve better results for you and your company.



# Learning objectives

And take your career to the next level

## What you will learn

### **Understand the role of internal stakeholders in procurement**

Learn the difference between internal and external stakeholders and why internal collaboration is essential to modern procurement.

### **Apply the Stakeholder Management Cycle**

Master a practical four-step process to manage stakeholders throughout your procurement projects.

### **Segment and map stakeholders**

Use tools like stakeholder segmentation, communication profiling, and stakeholder mapping to plan your engagement strategies.

### The perfect fit for

This course is designed for procurement teams and leaders aiming to improve how they manage and collaborate with internal stakeholders. It's perfect for procurement professionals who want to build stronger relationships and enhance communication across departments.

### **Assess stakeholder influence and risks**

Prioritize stakeholders using the Power/Interest Grid and assess risks related to misalignment or resistance.

### **Engage effectively with stakeholders**

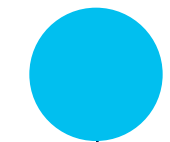
Use interviews, surveys, RACI, and meeting governance structures to drive alignment and performance.

### **Develop your communication and soft skills**

Practice active listening, giving/receiving feedback, and resolving conflicts using emotional intelligence.

# Curriculum structure

Practical. Comprehensive. Game changing.



## 1. Fundamentals of Internal Stakeholder Management

7 lessons

Module 1 Introduction

Introduction to Stakeholder Management in Procurement

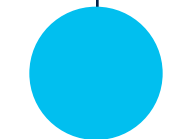
The importance of Internal Stakeholder Management in Procurement

Dimensions that Influence Stakeholders

Hard and Soft skills that are important for successful ISM

Stakeholder Management Cycle Introduction

Module 1 Wrap-Up



## 2. Identify and Analyze Stakeholders

7 lessons

Module 2 Introduction

Stakeholder Segmentation and Mapping

Stakeholder Segmentation and Mapping

Power/Interest Grid

Identifying stakeholders' business needs: techniques

Stakeholder Risk and Influence Analysis

Module 2 Wrap-Up

# Curriculum structure

Practical. Comprehensive. Game changing.

## 3. Engaging with Internal Stakeholders

7 lessons

Module 3 Introduction   Communication Styles and Strategic Adaptation   Building Trust and Influence   Active Listening  
Feedback   Internal Stakeholder Engagement Plan   Module 3 Wrap-Up

## 4. Monitoring and Managing Stakeholders

8 lessons

Module 4 Introduction   Ways of working with stakeholders   Governance Structure in Stakeholder Management  
Stakeholder Evaluation & Performance Management   Change & Conflict Management  
Internal Stakeholder Management cycle - bringing it all together   Module 4 Wrap-Up   Course wrap-up



## MODULE 1

What you can expect

# 1. Fundamentals of Internal Stakeholder Management

In Module 1, we will cover the basics of internal stakeholder management and why it is essential in procurement. You will explore the core principles of effective stakeholder collaboration and understand how internal engagement directly influences procurement success. Even if you have already worked with internal teams, this module will help you step back, showing how organizational culture, communication styles, and business dynamics shape stakeholder relationships. You will also get an introduction to the Stakeholder Management Cycle, a structured method to improve alignment and reduce project risks.

By the end, you will have a strong foundation for building trust and creating long-term value through better internal collaboration.

### Content

1. Module 1 Introduction
2. Introduction to Stakeholder Management in Procurement
3. The importance of Internal Stakeholder Management in Procurement
4. Dimensions that Influence Stakeholders
5. Hard and Soft skills that are important for successful ISM
6. Stakeholder Management Cycle Introduction
7. Module 1 Wrap-Up

## MODULE 2

What you can expect

# 2. Identifying and Analyzing Stakeholders

In Module 2, we will focus on the first two steps of the Stakeholder Management Cycle: identifying and analyzing stakeholders. You will learn how to recognize key stakeholders early, understand their roles, segment them by function or communication style, and assess their influence and interest. This module introduces you to mapping techniques like the Power/Interest Grid and teaches you how to use interviews, surveys, and risk analysis to uncover stakeholder needs and priorities.

By the end, you will be able to approach any procurement project with a clear stakeholder map and strategy in hand.

### Content

1. Module 2 Introduction
2. Stakeholder Segmentation and Mapping
3. Power/Interest Grid
4. Identifying stakeholders' business needs: techniques
5. Stakeholder Risk and Influence Analysis
6. Module 2 Wrap-Up



## MODULE 3

What you can expect

# 3. Engaging with Internal Stakeholders

In Module 3, we will explore how to engage effectively with internal stakeholders. Building on your stakeholder analysis, this module focuses on practical communication and collaboration techniques. You will learn how to adjust your messages, organize meetings, set expectations using the RACI model, and practice active listening and feedback. Even in high-pressure situations, these skills will help you maintain alignment and build credibility. We will also introduce real-world examples and engagement templates you can apply in your current projects.

By the end, you will have a set of proven tools to turn stakeholder plans into strong working relationships.

### Content

1. Module 3 Introduction
2. Communication Styles and Strategic Adaptation
3. Building Trust and Influence
4. Active Listening
5. Feedback
6. Internal Stakeholder Engagement Plan
7. Module 3 Wrap-up

## MODULE 4

What you can expect

# 4. Monitoring and Managing Stakeholders

In Module 4, we will show you how to sustain stakeholder engagement throughout the lifecycle of your project. You will explore methods for monitoring progress, tracking service quality using KPIs, and running effective governance meetings. We will also address how to detect early signs of conflict or change resistance, and how to resolve them using empathy, emotional intelligence, and structured methods like the 5 Whys or the “Stinky Fish” approach. Finally, we will bring everything together by helping you build a full stakeholder engagement plan.

By the end, you will be ready to lead internal collaboration with confidence and ensure procurement stays aligned with business goals.

### Content

1. Module 4 Introduction
2. Ways of working with stakeholders
3. Governance Structure in Stakeholder Management
4. Stakeholder Evaluation & Performance Management
5. Change & Conflict Management
6. Internal Stakeholder Management cycle - bringing it all together
7. Module 4 Wrap-up
8. Course wrap-up

# Learn in demand skills

Take your career to the next level



## Real-world projects

Develop practical skills through learning from real-world examples and studying dozens of inspiring case studies.



## Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training program.



## Personal coach & practitioner community

Contact your personal coach if you need any assistance or input, and collaborate with procurement professionals from around the world.





# Our Learning Methodology

Enabling learners to be outstanding

## 4. APPLY

Learners are given guides and templates so they can walk into their work the next day and apply what they've learned.

Record of proposals template

Record of proposals	Project	Project	Value	Points
Project	14,000	12,200	14,000	12,800
Volume discount	1.5%	2.0%	1.75%	2.6%
Logistics	80,000	150,000		100,000
Logistics service	30	60	60	
Logistics	100	400	Medium	100
Logistics / op	1,000,000	1,000,000	1,000,000	1,000,000
Logistics	8	8	10	10



THE PROBLEM

1. Security of supply is gone

Inflation Energy prices Global warming

Including more problems:

- War
- Covid-19

2. EBIT under pressure

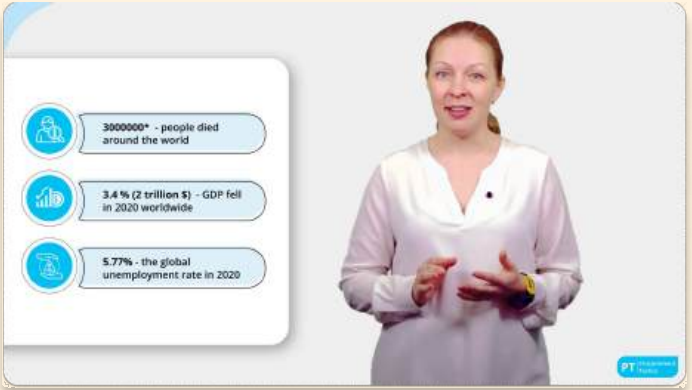
Procurement is the main driver for EBIT:

Procurement leaders are facing one of the toughest market environments of their careers.

A combination of macroeconomic factors, trade policy shifts, workforce scarcity, have upended long-running trends that have benefited the global economy for several decades.

## 1. TELL

Learners understand facts, concepts, processes, and learn best practices.



## 2. SHOW

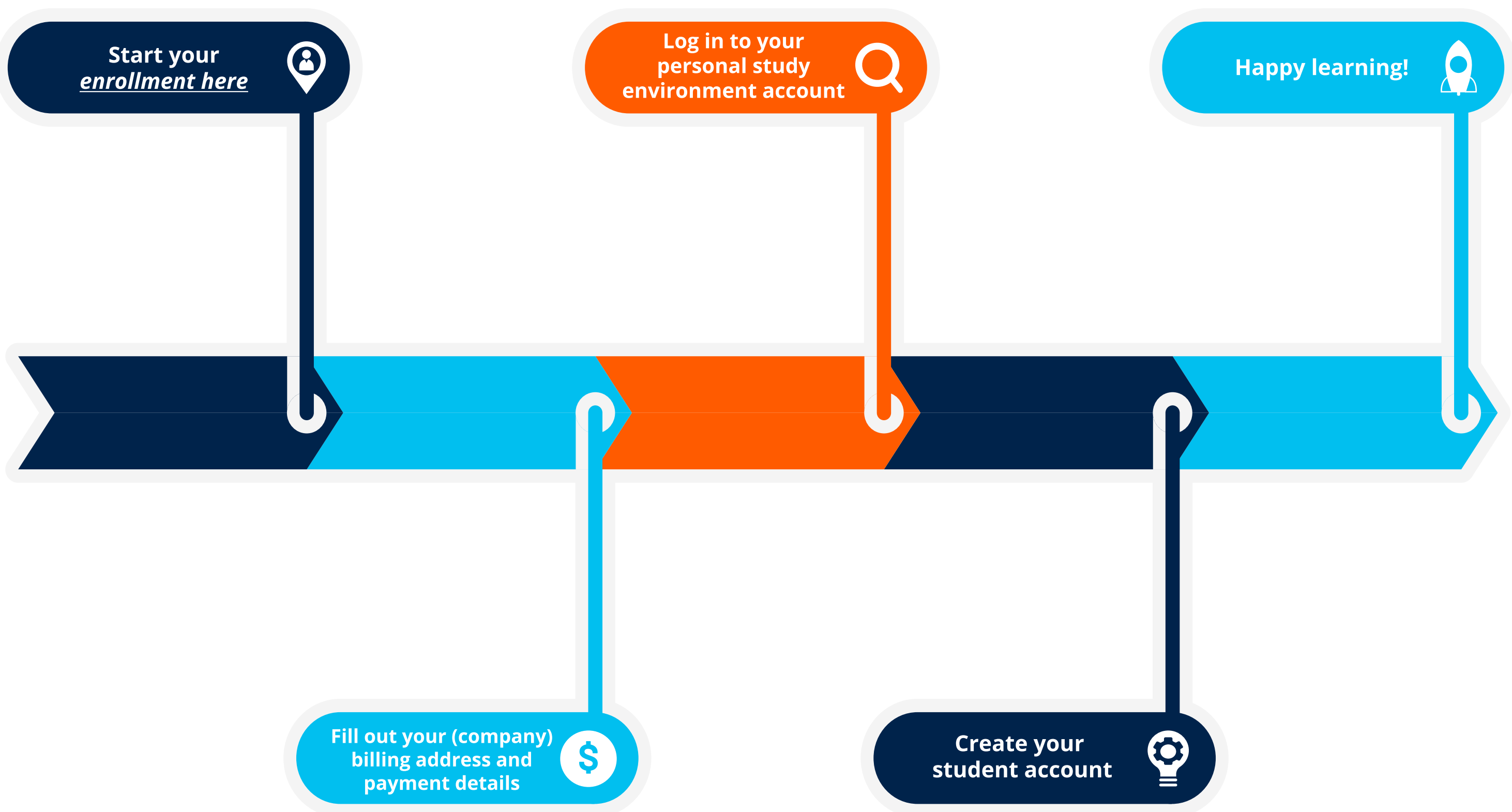
Learners see examples to bring the concepts to life.

## 3. DO

Learners practice skills and concepts through hands-on activities and case studies.

# How to enroll

Enroll today



Customers give us an average rating of 9.7 out of 10.

"Procurement Tactics helped my team members prepare their negotiation strategies and tactics to achieve better results. It also inspired them to leverage their skills in AI. After these trainings, my team showed more confidence and achieved better results! I highly recommend the Procurement Tactics courses to any procurement professional who wants to improve their skills!"



Jason de Gan, Supply Chain & Sourcing Leader at NRG

