MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

Generated: 16-Nov-2026

Course Profile Document

Public Relations, Sales and Marketing

Customer and Stakeholders Communication Management

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2778	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

Magna Skills presents the **Customer and Stakeholders Communication Management** course, designed to help professionals develop the necessary skills to communicate effectively with customers and stakeholders. This course focuses on improving communication strategies, building strong relationships, managing expectations, and fostering collaboration with various stakeholders in business, government, and the non-profit sector. Participants will learn techniques to enhance communication, address concerns, and ensure transparency in stakeholder engagements.

Course Outcomes

Upon completion of this course, participants will:

1. Understand the fundamentals of customer and stakeholder communication management.
2. Develop strategies for effective communication that meets the needs of diverse stakeholders.
3. Learn techniques to manage customer relationships, expectations, and feedback.
4. Gain skills to create communication plans that support business goals and stakeholder engagement.
5. Master conflict resolution and negotiation techniques to maintain positive stakeholder relationships.

Course Outline / Curriculum

Module 1: Introduction to Communication Management

- Importance of communication in managing customer and stakeholder relationships.
- Key principles of communication and engagement.
- Identifying different types of stakeholders and their communication needs.

Module 2: Building Strong Customer Relationships

- Developing customer-centric communication strategies.
- Understanding customer needs and managing expectations.
- Techniques for effective listening, empathy, and feedback.

Module 3: Stakeholder Identification and Mapping

- Identifying internal and external stakeholders.
- Tools and frameworks for stakeholder mapping.
- Analyzing the influence and interest of different stakeholders.

Module 4: Developing Communication Plans

- Steps to create effective communication plans aligned with organizational goals.
- Setting clear communication objectives for different stakeholder groups.
- Methods for delivering key messages and ensuring consistency.

Module 5: Managing Stakeholder Expectations

- Techniques for setting realistic expectations with stakeholders.
- Regular communication and progress reporting strategies.
- Tools for managing changes in project or service delivery and communicating them effectively.

Module 6: Conflict Resolution and Negotiation Skills

- Identifying sources of conflict with customers and stakeholders.
- Techniques for resolving conflicts through negotiation and dialogue.
- Maintaining positive relationships through effective communication during conflicts.

Module 7: Feedback Management and Continuous Improvement

- Collecting and analyzing customer and stakeholder feedback.
- Using feedback to improve communication strategies and stakeholder engagement.
- Tools for tracking communication performance and making adjustments.

Module 8: Crisis Communication and Issue Management

- Managing communication during crises or sensitive issues.
- Best practices for crisis communication and protecting organizational reputation.
-

Preparing a communication strategy for handling emergencies or stakeholder concerns.

Module 9: Digital Communication Tools and Platforms

- Utilizing digital tools for customer and stakeholder engagement.
- Social media, email, and other online platforms for effective communication.
- Managing online reputation and handling customer feedback in digital environments.

Module 10: Case Studies and Practical Applications

- Real-life examples of effective customer and stakeholder communication.
- Application of communication strategies to project management and organizational development.
- Interactive exercises and role-plays to practice stakeholder engagement and conflict resolution.

The **Customer and Stakeholders Communication Management** course offered by Magna Skills provides participants with a comprehensive understanding of how to effectively communicate with customers and stakeholders, build lasting relationships, and manage potential conflicts. Through interactive sessions, case studies, and hands-on exercises, participants will gain the skills needed to manage communication in complex and dynamic environments.

Target Audience

Project managers, members of project offices, project sponsors, functional managers, senior management and individuals interested in project stakeholder management

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Customer and Stakeholders Communication Management
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____