[m]asterclass

Stakeholder management

How to anticipate and fix difficult stakeholder situations before it is too late?

During the training, we learn by doing — through real-world simulations and hands-on work on your own project. You will discover where to leverage artificial intelligence and why your human judgment remains essential when managing relationships. We work in three steps:

1. Diagnosis – you will correctly decode the real dynamics of power and influence in your project.
2. Prevention – you will plan difficult messages before conflicts arise.
3. Intervention – you will regain control and trust when a situation reaches a crisis point.

This Masterclass is an intensive 4-hour online workshop offering an in-depth dive into key aspects of digital product development. It is designed for active industry professionals who want to expand their skills.

By completing this training, participants will

- verify their own stakeholder map
- learn how to uncover power and influence misalignments before they become costly
- master preventive planning for difficult messages
- learn how to communicate unpopular decisions without damaging relationships
- practice conducting interventions after communication has broken down
- learn how to re-engage a stakeholder who has disengaged or is blocking the project
- discover where AI genuinely assists in stakeholder management and where it falls short

Trainer



Karolina Wawrzynów

A Product Manager with 15 years of experience in IT, including over 7 years in global organizations (EcoVadis, Ocado, and Credit Suisse). She has measurably contributed to the growth of enterprise products used by over 100,000 B2B clients and worked directly with Fortune Global 500 clients. She has resolved stakeholder issues at every level of the process — from engineering teams to executive leaders. Since 2016, serving as an Expert Evaluator for the European Commission, she has evaluated over 250 business plans, specializing in AI products.

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Training program

Duration: 4 hours (on-line, live)

- Political diagnosis: who actually decides, who blocks, and why
- Stakeholder map audit and intervention planning
- Influence without authority: building coalitions and securing executive sponsorship
- Drafting difficult messages before problems arise
- How to say "No," communicate trade-offs, and manage project changes
- Intervention: what to do when communication has already broken down
- Case studies: analysis of real-world workplace scenarios
- Leveraging AI in stakeholder management

Who is it for?

- Product Managers – learn how to navigate stakeholders with conflicting interests.
- Project Managers – learn how to effectively communicate project progress to stakeholders.
- UX Specialists & Business Analysts – discover how to build stakeholder relationships from scratch when joining a new project.
- Engineering Managers – Learn how to defend unpopular technical decisions within project.

Contact us!

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