



Three-day training Strategic Stakeholder Engagement (SSE)

Learn to manage complex stakeholder processes with the SSE method

In order to achieve their goals, organizations in the public and private sector are strongly reliant on their stakeholders, such as: employees, citizens, civil society organizations, corporations and public authorities. A strong relationship with stakeholders is crucial to prevent problems, realize projects on schedule and within budget, build trust and a reputation that is future-proof. The SSE method puts stakeholder orientation at the heart of multi-party processes, including complex negotiation challenges between public, private and civil society organizations.

The three-day training Strategic Stakeholder Engagement (SSE) provides the foundational knowledge and skills required to analyze the stakeholder field, design strategy, negotiate agreements and ensure implementation. SSE is rooted in the Mutual Gains Approach to negotiation as developed by MIT professor Lawrence Susskind and the Consensus Building Institute (CBI). The training is interactive and practical, full of inspiring examples from SSE practice.

MUTUAL GAINS GLOBALLY AND SSE IN THE NETHERLANDS

For more than 40 years the Mutual Gains Approach has been the foundation to modern negotiation theory. CBI has been at the forefront to apply its insights and tools to the most complex cases in the United States and globally. In the Netherlands, the SSE method has been applied to find consensus on a wide range of public-private negotiation challenges: from new roads and large-scale port expansions to clean energy transition projects, major dike renovations and managing internal reforms at large public sector organizations. The Dutch equivalent to SSE training is followed by around 800 professionals annually under the Dutch title Strategisch OmgevingsManagement (SOM). Participants work for a wide range of organizations such as ministries (e.g. infrastructure, economic affairs and climate, justice & security, defense), provinces, large cities, energy companies, water board authorities, communication and project management agencies.

FOR WHOM?

The SSE training is developed for professionals dealing with a complex field of local, national or international stakeholders. Whether you are a project leader, strategic advisor, public affairs officer, communications professional, policy officer or stakeholder manager, this training offers you the knowledge and skills to effectively manage stakeholder processes in and outside your organization.

Would you like to know whether this training suits your organizational role and professional experience? Please contact us.

TESTIMONIALS

“During the simulations I gained new insights on how to assert my personal and professional interests.” – Karin Roos, Stakeholder Professional, BMC company

“The interactive sessions, combined with realistic examples, enabled me to immediately incorporate new skills into my current work.” – Bas Timmermans, Stakeholder-manager, ProRail

“Using the SSE-method for stakeholder mapping contributed most to my learning journey: a complete overview of who needs to be involved and at what level of participation.” – Koen Leurs, Stakeholder Professional, Waternet (Water Authority Amstel, Gooi and Vecht and the municipality of Amsterdam)

“Understanding negotiation and making it applicable and accessible was very insightful. Plus a very nice, enthusiastic group that combined well with the trainers.” – Rik Kreijkes Stakeholder professional, Water Company Groningen



LEARNING GOALS

The three-day SSE training provides the essential knowledge and skills needed to get started with Strategic Stakeholder Engagement. After this training, you will:

- Understand the vision behind the Mutual Gains Approach to negotiation, underlying human needs, dynamics in decision-making and the SSE method;
- Learn how to differentiate between positions and interests in order to generate shared value and solution spaces among stakeholders;
- Be familiar with the 10 steps of the SSE circle and a range of practical tools;
- Know how to make an SSE analysis and how to approach initial conversations with key stakeholders;
- Have stronger negotiation skills;
- Know a range of intervention strategies, applicable to different scenarios, and;
- Gain practical insights on how to design and implement SSE in your own project.

Approximately 4 hours of preparation will be part of the training. Our online learning platform gives you guidance in advance and provides you with various tools you can use in your own work.





PRACTICAL INFORMATION

Dates: 17, 18 and 19 June 2024
 Start: 9 AM on Monday 17 June
 End: 4:30 PM on Wednesday 19 June
 Costs: € 2450,-. excl. VAT plus € 300,-
 excl. VAT for participants choosing
 3 nights of accommodation (incl.
 breakfast and dinner) in Ede



Included in the course fee:

- all course materials
- 1 year access to our online SSE Learning Platform
- Lunch (3x)

Excluded in the course fee:

- Transportation to and from the training venue
- Accommodation (see below)

More information: info@wesselinkvanzijst.nl

Accommodation

Accommodation is not included in the course fee but optional for participants: 3 nights at the Akoesticum in Ede, starting Sunday June 16th (check-in) and ending Wednesday June 19th (check-out). Accommodation includes breakfast (3x) and dinner (2x) on Monday 16 and Tuesday 17 June.

TRAINERS FROM WESSELINKVANZIJST AND THE CONSENSUS BUILDING INSTITUTE:

DAVID FAIRMAN

David Fairman is Senior Mediator at CBI and Associate Director of the MIT-Harvard Public Disputes Program. For 34 years, he has built consensus and enhanced collaboration capacity on complex public and organizational issues internationally and in the U.S. His primary focus is improving economic and social opportunity and inclusion. He also works extensively on environmental sustainability.

MARC WESSELINK

Marc Wesselink is the co-founder of WesselinkVanZijst (together with Hans van Zijst) and the founding developer of the Strategic Stakeholder Engagement method. Marc is a true 'pracademic', combining his sought-after role as process facilitator for challenging multiparty negotiation processes with teaching and writing about the SSE profession. He has been engaged with most of the complex multi-stakeholder challenges the Netherlands is facing. He is the author of the first two editions of the Dutch Handbook on Strategic Stakeholder Engagement (presently being translated into English).

MART SCHEEPERS

After a three-year stint in Myanmar where he aided multiple organizations in developing multi-year partnership strategies, in 2020 Mart Scheepers



returned to his position of senior advisor SSE at WesselinkVanZijst. As a process facilitator, advisor and trainer Mart has substantial experience in the energy, water and international cooperation sector.

MERRICK HOBEN

Merrick Hoben is Director of CBI's Washington D.C. Regional Office where he provides assessment, facilitation, training, coaching, and dispute system design services to public and private clients worldwide, with a focus on Latin America. With knowledge and experience gained from projects with both domestic and international partners, Merrick aims to help communities, companies, and authorities to engage in productive problem solving, address historical grievances and mistrust, and explore creative solutions to complex environmental and social dilemmas.

STEFAN SZEPESI

Stefan Szepesi is a negotiation expert and former diplomat for the EU and the UN. He has a keen interest in domestic and international multi-party negotiations on complex policy issues and is the founder of the Negotiation & Public Service network. As a senior SSE advisor at WesselinkVanZijst he has experience in the energy, justice, security and international cooperation sectors. Stefan has trained civil servants, diplomats, and employees of nonprofits in the Netherlands and abroad.

