



AI for Stakeholder Management

A practical ICA Specialized Credential for human-centred AI-assisted engagement

ICA-ACCREDITED SPECIALIZED CREDENTIAL · IC-AISM

AI can accelerate stakeholder mapping, surface patterns in stakeholder behaviour, and support tailored communication. Effective stakeholder engagement, however, remains fundamentally human: it depends on trust, empathy, real interaction, and accountable professional judgment.



Participants earn an ICA credential.

THE COURSE PROMISE

Use AI to strengthen stakeholder identification, insight, communication planning, and messaging while keeping human relationships, ethical care, and judgment at the centre.

DURATION

3 hours 15 minutes, including breaks

FORMAT

Live in-person or remote delivery

AUDIENCE

Cross-functional professionals; no technical AI background required

LEARNING EXPERIENCE

A continuous fictional Bank change scenario

1

Map and validate

Use AI-assisted analysis to identify stakeholder groups, relationships, dependencies, influence, and engagement needs, then test the output against human knowledge.

2

Challenge the insight

Separate useful patterns from data or modelling artifacts before treating a stakeholder signal as a basis for action.

3

Communicate with care

Shape plans and messages with AI assistance while retaining responsibility for relationship context, tone, authenticity, fairness, and consent.



THE EXPERIENCE

AI can accelerate the work. People hold the relationship.

This practical course is for professionals who need to work more effectively with stakeholders in an AI-enabled environment. Participants explore where AI can assist with mapping, sense-making, planning, and drafting, and where human judgment must lead because context, trust, empathy, listening, negotiation, and real interaction cannot be automated away.

Who this is for

Cross-functional professionals, people managers, HR and people teams, transformation and change practitioners, and others who shape engagement or communication.

What participants leave with

A practical stakeholder-mapping and insight-check routine, a contextualised communication plan, and a human-review approach for AI-assisted messaging.

A CONTINUOUS FICTIONAL BANK CASE

1

Start with a change

A Bank team is preparing a digital account-onboarding change. Participants receive only synthetic, non-identifying scenario information and use AI-assisted outputs as starting points, not as final answers.

2

Make invisible voices visible

The team maps formal and informal stakeholders, identifies dependencies and influence, and asks which perspectives may be missing from available information.

3

Plan for context, not just patterns

The team challenges an AI-assisted communication recommendation using local history, relationships, concerns, organisational dynamics, and the preferred ways people engage.

4

Retain accountability

The team human-reviews messages for clarity, tone, authenticity, fairness, transparency, consent, and the conversation that must accompany a written update.

A HUMAN-CENTRED COURSE BOUNDARY

The programme focuses on practical stakeholder work, ethical boundaries, and human judgment. It does not cover technical AI implementation or vendor and tool selection.

LIVE, INTERACTIVE REMOTE DELIVERY

The remote format is designed for 175 live minutes out of 195 total minutes, exceeding the source requirement for at least 80% synchronous delivery.



WHAT PARTICIPANTS WILL DEVELOP

Learning outcomes

The course is designed around the following ICA Specialized Credential learning outcomes.

1

1.1 AI-Assisted Stakeholder Identification

Use AI to identify stakeholder groups, relationships, informal influence, dependencies, decision relevance, and engagement needs, while validating outputs against human knowledge and data boundaries.

2

2.1 AI-Assisted Stakeholder Insights

Assess AI-generated patterns in stakeholder needs, sentiment, relationships, and influence; distinguish useful insight from artifacts of data, method, or assumptions before acting.

3

3.1 AI-Assisted Stakeholder Communication Plans

Use AI to accelerate communication planning and tailoring while retaining human judgment about context, relationships, tone, and organisational dynamics.

4

4.1 AI-Assisted Messaging and Human Judgment

Evaluate AI-generated messages for effectiveness, clarity, accuracy, tone, authenticity, and relational judgment, including fairness, transparency, and consent questions.

ETHICAL BOUNDARIES THROUGHOUT

Every outcome connects AI assistance with accountable human review. AI can support the work, but no tool substitutes for the relational skill and judgment required for effective stakeholder engagement.



MODULES 1 & 2

Course outline

1

1.1 AI-Assisted Stakeholder Identification

40 MINUTES

SOURCE FOCUS

AI can help map stakeholder groups, relationships, informal influence, dependencies, decision relevance, and engagement needs from available information. Maps are constrained by the quality and representativeness of the data provided.

IN THE ROOM

Participants work with a fictional Bank digital account-onboarding change to create an initial stakeholder map, annotate formal and informal influence, identify missing voices, and define where human validation is required.

PRACTICAL APPLICATION

Create a practical map that combines AI-assisted starting points with professional knowledge of data limits, stakeholder representation, context, and engagement needs.

2

2.1 AI-Assisted Stakeholder Insights

35 MINUTES

SOURCE FOCUS

AI can surface patterns in needs, sentiment, relationships, and influence. Sentiment analysis, influence or network mapping, and persona generation can suggest useful questions, but they cannot establish every stakeholder truth.

IN THE ROOM

Participants challenge a fictional feedback summary and AI-produced insight snapshot, separating supported signals from artifacts, surfacing assumptions, identifying missing evidence, and deciding what a safe follow-up inquiry needs.

PRACTICAL APPLICATION

Use a short reliability check before acting on AI-assisted stakeholder insight, including the point at which human inquiry must replace inference.

BREAK PATTERN

In person: one 15-minute break after Module 2. Remote: the first of two 10-minute breaks follows Module 1; the second follows Module 3.



MODULES 3 & 4

Course outline

3

3.1 AI-Assisted Stakeholder Communication Plans

40 MINUTES

SOURCE FOCUS

AI can accelerate communication matrices, engagement strategies, persona plans, and decisions about content, channel, timing, and tailoring. Human review remains necessary when a plan is analytically sound but relationally wrong.

IN THE ROOM

Participants shape a communication matrix for fictional branch colleagues, contact-centre leaders, risk partners, and customer-support teams. They revise an AI-assisted recommendation after adding relationship history, local context, and stakeholder concerns.

PRACTICAL APPLICATION

Design a contextualised plan that differentiates communication while making the relationship judgment behind its content, channel, timing, and degree of tailoring explicit.

4

4.1 AI-Assisted Messaging and Human Judgment

35 MINUTES

SOURCE FOCUS

AI-assisted messages can be accurate while still missing tone, authenticity, or relational judgment. Effective stakeholder work also relies on empathy, listening, negotiation, and attention to profiling, transparency, and consent.

IN THE ROOM

Participants human-review fictional change messages for effectiveness, clarity, accuracy, tone, and authenticity; rewrite one message for an affected group; and specify the human conversation or listening step that must accompany it.

PRACTICAL APPLICATION

Apply a practical message-review routine that retains responsibility for trust, fairness, transparency, consent, and non-substitutable human interaction.

INTEGRATION, OUTCOME CHECK, AND CLOSE

The final 30 minutes in person, or 25 minutes remotely, brings the Bank scenario together through a stakeholder-engagement decision clinic, reflection, and practical next steps.

PRACTICAL TAKEAWAY

A human-centred way to use AI as a helpful starting point for stakeholder work while retaining the trust, empathy, context, and judgment that relationships require.