

# Stakeholder Influence & Engagement: Practical Skills for HR & L&D

## Build Stakeholder Buy-in and Turn Ideas into Action



16 May 2026 (Saturday)  
9:30am – 1:00pm  
CPD Hours: 3.5



HKIHRM



Cantonese



Mr Terence Yeung

## Overview

Having great HR or L&D initiatives is not enough. The real challenge lies in gaining stakeholder support and turning ideas into action.

This workshop equips participants with practical tools to identify key stakeholders, uncover their real concerns, and build strong engagement strategies to drive successful people initiatives.



## What You Will Learn

- Identify and prioritise **key stakeholders** using practical frameworks
- Uncover stakeholders' **real needs and hidden concerns**
- Apply questioning techniques such as **SPIN framework**
- Turn resistance into **support and advocacy**
- Develop a **personalised action plan** for your initiative



## Who Should Attend

- HRBPs, HR Generalists, L&D and T&D Specialists



Member

HK\$1,200

New Member

(Inclusive of new membership joining fee)

HK\$2,445

Enrol Now

