

How to Better Manage the Government as Your Stakeholder

Understand. Appreciate. Manage.



*Y.Bhg. Dato' Hj. Zainal
Azman Abu Seman*



Fees

Early bird (register before 5th
Aug 2026): RM949
Normal price: RM999

Fee inclusive of 8% SST



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The Government is a big influence on business, whether as a regulator or a project / concession awardee. Learn directly from a career civil servant on how the Government thinks and operates, so you can have a smooth relationship with this very important stakeholder.

Y.Bhg. Dato' Zainal is a prominent figure in the civil services. He was the Deputy Director-General of JPA, Perak State Secretary, Secretary General of the Ministry of Agriculture & Agro-based Industries, and Miti's Director of Policy and Strategy. He currently sits on MACC's Anti-Corruption Advisory Board and is a member of the Competition Appeal Tribunal.

Royale Chulan, The Curve

19 August, 9 am - 1 pm



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Learning Outcomes

- Map and prioritise key stakeholders using a practical power-interest approach
- Identify stakeholder interests, expectations, and influence levels
- Apply effective communication and engagement strategies for different stakeholder groups
- Recognise and manage stakeholder resistance, conflicts, and expectations
- Understand the role of negotiation and stakeholder alignment in achieving outcomes
- Connect stakeholder engagement with ESG considerations, public trust, and organisational objectives
- Develop a practical stakeholder action plan for implementation

Module 1: Stakeholder Management as a Strategic Lever

- Importance of stakeholder management in leadership, facilitation, and execution.
- Impact of weak stakeholder management on project outcomes.
- Introduction to the Power-Interest Matrix.
- Identifying and prioritising stakeholders based on power and interest.
- Understanding sources of stakeholder power and influence.

Module 2: Influence, Trust and Strategic Communication

- Stakeholder motivation, trust, risk perception, and institutional interest.
- Ethical influence and persuasion in stakeholder decision-making.
- Message framing based on audience relevance, timing, clarity, and channel discipline.
- Managing expectations and stakeholder responses before resistance escalates.

Module 3: Conflict Prevention, De-escalation and Negotiation Awareness

- Common causes of stakeholder conflict, including poor engagement, lack of transparency, and misaligned incentives.
- Recognising early warning signs before issues escalate into objections, complaints, or project delays.
- Exploring de-escalation options to address stakeholder concerns effectively.
- Understanding negotiation concepts such as interests, positions, BATNA, ZOPA, and trade-offs.
- Protecting institutional priorities while seeking mutual-gain outcomes.

Module 4: Stakeholder Engagement for Sustainable Growth and ESG Alignment

- Sustainable investment, ESG expectations, public trust, social licence, institutional credibility, and long-term project viability
- Environmental, social, governance, community, and local impact factors
- Investment confidence, public-private cooperation, implementation discipline, and long-term growth
- Effective stakeholder alignment and sustainable investment outcomes
- From engagement to execution

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TRAINER'S PROFILE

Dato' Zainal Azman bin Abu Seman is a distinguished public sector leader with extensive experience in government administration, public policy, institutional leadership, and stakeholder management. Throughout his career, he has held several senior positions, including Secretary-General of the Ministry of Agriculture and Food Security, State Secretary of Perak, and Deputy Director-General (Operations) of the Public Service Department (JPA). His broad exposure to government decision-making processes, policy implementation, inter-agency coordination, and national development initiatives provides valuable insights into navigating complex stakeholder environments across the public and private sectors.

Drawing on decades of leadership experience within the Malaysian public service, Dato' Zainal brings practical perspectives on government engagement, regulatory coordination, stakeholder alignment, and public-private collaboration. His ability to connect policy objectives with execution realities enables participants to better understand how institutions operate and how stakeholders can be effectively managed to achieve strategic outcomes.

REGISTRATION DETAILS

PARTICIPANT DETAILS

Name:
Position:
Department:
Contact Number:
Email: -----
Name:
Position:
Department:
Contact Number:
Email:

ADMIN DETAILS

Name:
Position:
Department:
Company:
Contact Number:
Email:
Address:
Payment Method: <input type="checkbox"/> Direct Payment <input type="checkbox"/> Claim HRD

Notes:

- Cancellations made less than 14 days before the training date or non-attendance on the day of training are non-refundable. Substitution is allowed.
- Once registration is confirmed, the client is fully liable for the course fee, regardless of whether payment is made directly or through the HRDC grant, and even if participants do not attend the training.
- Clients who opt for direct payment must ensure full payment is made before the training date.
- HRDC grant applications must be submitted and approved before the training day. The maximum claimable amount is RM1,750 per participant per day. Any shortfall between the approved grant and the course fee must be topped up by the client.
- Should the number of confirmed participants be too low to ensure a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.