
Stakeholder Insight with AI: Sentiment, Issue Tracking and Responsible Use Training Course

9 – 13 November 2026
Vienna





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Programme Summary

Stakeholder insight with AI is the subject of this one-week training course for senior communications, corporate affairs, strategy and programme leaders at managerial to strategic level, ending in a stakeholder insight and engagement plan. Leaders receive more stakeholder feedback than any team can read, yet decisions still rest on anecdote. The approach moves from listening objectives and standards, through sentiment and issue analysis and segmentation, to responsible use and a worked engagement plan. Mars Training Centre UK delivers this programme in stakeholder insight with AI.

The Business Case

Complaints, comments, consultation responses and media coverage contain early signals about stakeholder concerns, but they are scattered and read late. AI can sort large volumes of text quickly, provided leaders know its error types and limits. Used with human validation and clear safeguards, it helps teams find issues sooner and direct engagement where it matters.

- Issue Detection Lead Time: Shortens as text analysis surfaces concerns before they reach the media or the board.
- Engagement Relevance: Improves as segmentation matches message and channel to each group's interest.
- Privacy and Reputation Exposure: Falls as consent, bias and transparency controls govern the data used.

Principles and Evidence Base

- AA1000 Stakeholder Engagement Standard: Its principles of purpose, scope, stakeholder identification and following up frame the engagement design in Sessions 1 and 3.
- ISO 26000: Its guidance on stakeholder identification and engagement supports the segmentation work in Session 3.
- ISO/IEC 42001: Its AI management system requirements guide the oversight controls on data and models in Session 4.

Intended Participants

- Leaders accountable for relationships with regulators, communities, customers or investors.
- Executives who brief boards on reputation, issues and stakeholder risk.
- Heads of strategy and programme delivery who depend on stakeholder support.
- Senior corporate affairs managers who commission listening and consultation work.

The programme serves utilities, banking, healthcare, infrastructure and public-sector organisations.



Learning Outcomes

1. Participants will be able to construct a listening brief that links stakeholder questions to available data sources.
2. Participants will be able to evaluate the accuracy and error types of sentiment and topic analysis on a sample dataset.
3. Participants will be able to diagnose emerging issues and track them through their life cycle.
4. Participants will be able to prioritise stakeholder segments and design engagement by level, message and channel.
5. Participants will be able to justify limits on data use, consent and automation to a governance committee.
6. Participants will be able to design a stakeholder insight and engagement plan for a live issue.

Programme Structure

Day 1: Stakeholder Insight with AI Foundations

What can AI tell leaders about stakeholders that meetings and surveys cannot, and where does it fail?

- Stakeholder Landscape Map and Influence Grid
- AA1000 Stakeholder Engagement Standard Principles
- Listening Source Inventory, Internal and Public
- Capabilities and Limits of Text Analytics
- Listening Objectives Brief

Day 2: Sentiment and Issue Analysis

How are views and emerging concerns found in large volumes of text?

- Sentiment Classification and Its Error Types
- Topic and Issue Clustering
- Issue Life-Cycle Tracking
- Multilingual and Dialect Pitfalls
- Human Validation Sampling Protocol

Day 3: Segmentation and Engagement Planning

Which stakeholders need which level and form of engagement?

- Stakeholder Segmentation Criteria
- Influence, Interest and Impact Scoring
- Engagement Level Ladder
- Message and Channel Matrix
- ISO 26000 Identification Guidance Applied to Segments



Day 4: Responsible Use, Privacy and Consent

Where must the use of AI on stakeholder data stop?

- ISO/IEC 42001 Oversight Controls for Listening Tools
- Consent and Lawful-Use Checklist
- Bias and Representation Audit
- Transparency Statement to Stakeholders
- Escalation Rules for Sensitive and Vulnerable Groups

Day 5: Applying Stakeholder Insight with AI to an Engagement Plan

Is the engagement plan evidence-based, proportionate and ready for approval?

- Applying the Session 1 Listening Brief to a Chosen Issue
- Running Session 2 Methods on a Sample Dataset
- Applying the Session 3 Matrix to Priority Segments
- Testing the Plan Against Session 4 Safeguards
- Completing the Stakeholder Insight and Engagement Plan

Methodology

The programme is built around a data workshop and case analysis. Participants analyse a supplied, anonymised set of stakeholder comments with simple AI tools, check the results against a human reading, and turn findings into engagement choices. No programming is needed.

- Suggested activity: Comparing machine and human classification of one hundred comments and recording the disagreements.
- Suggested activity: Segmenting a stakeholder list and drafting a message and channel for each group.
- Suggested activity: Presenting safeguards to a role-played governance committee.

Capstone Output

Each participant completes a stakeholder insight and engagement plan for one live or sample issue. It contains a listening brief, a validated issue summary, stakeholder segments, an engagement matrix, a safeguards statement and follow-up measures. It is used to brief senior sponsors and to start the first listening cycle.



Frequently Asked Questions

Is stakeholder insight with AI training suitable for leaders who do not work in data or technology?

Yes. Stakeholder insight with AI training is set at managerial to strategic level. It assumes responsibility for stakeholder relationships, not data science or programming skills.

Which standards does stakeholder insight with AI in this programme rest on?

Stakeholder insight with AI work rests on the AA1000 Stakeholder Engagement Standard, ISO 26000 guidance on engagement and ISO/IEC 42001 for oversight of AI.

How is the plan from stakeholder insight with AI training used at work?

You use the plan to brief senior sponsors, justify where engagement effort goes and start a repeatable listening cycle with agreed safeguards on data and automation.