

Stakeholder Relationship Management

Overview

This course equips everyone who works with stakeholders – internal and external – to build more effective relationships, be more productive and get better results. By identifying different stakeholder needs, learning how to reconcile different agendas and priorities and establishing ways of working that satisfy stakeholders when delivering on projects, goals or processes, delegates will find themselves working more effectively within a growing network of contacts.

Objectives

By the end of the course, delegates will have:

- Understood the difference between goal alignment and stakeholder alignment.
- Identified and analysed key stakeholder needs and measures of success.
- Acquired tools, tips and techniques to help them manage their stakeholder relationships more effectively.
- Learned a process that facilitates stakeholder engagement related to a specific, real life goal, project or process.

This course incorporates the use of the Stakeholder Influencing Instrument at £25/delegate.

Contents

- Who are your stakeholders?
- Engaging with stakeholders – a risk-free activity?
- Working with ‘relationship intelligence’
- Behavioural flexibility - the key to influencing without authority.
- The stakeholder relationship process.
- Selection of real life scenarios to apply the relationship process to.
- Goal alignment versus stakeholder alignment.
- The Stakeholder Influencing Instrument.
- What do your stakeholders want?
- Mount Everest Expedition – activity.
- Gaining clarity on stakeholder needs and managing these successfully.
- The stakeholder ladder.
- The influencing model.
- Managing stakeholder conflict.
- ‘Lessons learned’.
- Personal development planning.
- Close.