

STAKEHOLDER MANAGEMENT & INFLUENCING SKILLS



Management & Leadership Course

LEARNING OUTCOMES

- Develop a deeper understanding of how organisations operate and enhance their political awareness.
- Recognise the motivations of others and learn how to influence decision-makers effectively, both individually and in groups.
- Identify key stakeholders within their sphere of influence, including internal teams and external partners.
- Apply a structured approach to prioritising stakeholders and designing effective communication strategies.
- Understand the factors that strengthen or weaken professional relationships and how to sustain them for long-term success.

COURSE OVERVIEW

Effective stakeholder management is a critical leadership skill in today's complex organisations. This interactive workshop helps leaders identify, analyse, and strengthen relationships with key internal and external stakeholders.

Through practical exercises and real-time application, delegates will assess how they currently manage these relationships and explore strategies to influence more effectively. Participants will leave with a clear, actionable stakeholder management plan tailored to their role.

TOPICS COVERED IN THIS COURSE

Understanding Stakeholders and Organisational Dynamics

Explore how organisations function, including the role of internal politics, power structures, and informal networks in shaping decisions and outcomes.

Profiling Stakeholders and Their Interests

Learn how to identify key stakeholders, understand their priorities, and assess their level of influence and interest in your projects or initiatives.

Mapping and Prioritising Stakeholders

Apply practical tools to categorise stakeholders based on their impact and engagement needs, and develop tailored communication strategies for each group.

Building Rapport and Trust

Develop techniques to engage effectively, build credibility, and establish strong, trust-based relationships with diverse stakeholders.

Influencing and Managing Objections

Practise strategies for handling resistance, overcoming objections, and influencing stakeholders with confidence and authenticity.

Understanding Motivation and Behaviour

Gain insight into what drives stakeholder behaviour and learn how to adapt your approach to align with their motivations and values.

Managing Role Conflict and Organisational Politics

Recognise potential areas of conflict within and across teams, and learn how to navigate internal politics constructively to maintain collaboration and focus.

Enhancing Communication and Relationship Management

Strengthen your communication, active listening, and feedback skills to build effective, long-term stakeholder relationships that support mutual success.