

MANAGING & INFLUENCING STAKEHOLDERS

Drive Change Effectively

At the heart of any successful change programme is your ability to manage and influence stakeholders, whether they are your customers, leaders, external partners or suppliers.

Leading change is both an art and a science. You need to know how to employ a range of skills and practical tools to open doors, engage others, increase their readiness to change, overcome resistance and build trust.

This 3-day programme will equip you with the skills you need to enhance your own performance and deliver business results.

Drive effective and sustainable change

- Understand the current position of stakeholders and select the most effective strategy to influence them
- Use questioning techniques such as open/closed questioning, reflecting, paraphrasing, mirroring, clarifying
- Develop your ability to gain commitment to change and build trust and rapport
- Develop and apply effective listening skills
- Understand how to contract with stakeholders/customers.

WAYS TO EXPERIENCE THIS COURSE:



Public



In-house



Custom

How long does it take?

3 days of classroom training.

What are the benefits?

- Create and manage influential business relationships
- Overcome resistance to change and drive sustainable change in others
- Resolve and manage conflict
- Conclude successful third-party negotiations
- Become a trusted partner
- Gain skills to enhance your own performance

Who should attend?

Managers and staff involved in initiating or driving change activity, regardless of their seniority or function within the business.

What's Included?

- Classroom training
- Full reference materials
- Course exam

How can I do it?

Either as an in-house programme in your company or organisation OR as part of our public training programme.

Five core competency focus areas

Governance

You will be able to reflect on how to apply your learning in the context of external and internal focus.

Assurance

You will be able to reflect on how to apply your learning in both business and supply chain assurance.

Improvement

You will be able to influence top management to review and address insights gathered on customer and stakeholder requirements, benchmarking and other data.

Context

Reflect on how to apply your learning in the governance, assurance and improvement aspects of product, service and process excellence.

Leadership

Learn to engage at all levels of the organisation, build trust and rapport to increase the organisation's readiness to change.

Discover more, visit www.pmi.co.uk or call +44 (0) 1676 522 766



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COURSE CONTENT

Through scenario based learning, you will learn the following topics:

Stakeholder analysis and management

- 4 Box power vs influence
- Strategies for managing and communicating with stakeholders
- Stakeholder matrix
- Process to identify, prioritise & develop plans for engagement

Influencing styles

- Rationalising
- Asserting
- Negotiating
- Inspiring
- Bridging
- Influencing people
- Influencing situations

Transactional Analysis

- Ego states
- Types of transactions
- Behavioural diagnosis

Personal contracting

- Review role of the consultant
- Purpose
- Expectations
- Behaviour

Engaging others, building trust and rapport

- Questioning techniques
- Empathy
- Body language

The Consulting process

- Contracting
- Evaluate data
- Develop strategy
- Develop plan
- Implement plan
- Review

Dealing with resistance

- Readiness to change assessment
- Scott & Jaffe change curve: descriptions of the four stages
- Kotter & Schlesinger's 6 methods: descriptions of methods and typical actions to increase readiness to change.

CLASSROOM (3 DAYS)

Gain the skills and capability to influence and manage stakeholders and through a range of tools and techniques effectively increase their readiness to change and overcome resistance.

WHAT'S NEXT FOR YOU?

Follow up 2 day Coaching course
Continue your personal transformation journey, maintain optimism and determination when things get difficult, build robust authentic relationships and help others to be successful.

Stakeholder Management

Stakeholder management is the systematic identification, analysis, planning and implementation of actions designed to engage with stakeholders.

This programme will teach you a range of practical skills to help you influence your stakeholders effectively.



Taking your performance to the next level

"This course moved my horizons so much, I think it is the most useful course I have ever attended."

PMI delegate

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ABOUT PMI

and how we can help you

Delivering performance improvement through process management

Since 1984, we have been enabling our clients to improve their business performance by translating their aspirations into tangible actions.

We do this by creating the links between strategy and people's daily work; we call this Performance Improvement through Process Management.



Headquartered in the UK with global capabilities and expertise

- We've worked in over 70 countries and in 10 languages throughout the world
- We operate across all industries & sectors
- Our growth has been through recommendation not incentivised consultants selling services
- Our consultants are all experienced experts

Transform your Goals into Results

Working across all functional areas, with every kind of performance challenge, our 6 specialist practice areas will enable you to improve your business performance through better processes and more engaged people.

⚙️ TRANSFORM YOUR STRATEGY

Generate truly effective strategies at corporate, business unit or functional levels. Be it radical growth, a change of direction or reinvigoration of an established approach, together we develop, deploy and deliver your strategy to take your business to the next level.

📈 TRANSFORM YOUR OPERATIONS

Achieve true excellence in your operations by removing waste and variation to more effectively service your customers. With over 30 years at the cutting edge of process improvement, Lean/Six Sigma and operational transformation, we provide both the means and method to transform how your work, works.

🔍 TRANSFORM YOUR DATA

Realise the potential of data insights in your business. We work with you to bring clarity to the confusion and leverage the true value of your data to understand what your processes, and your customers, are telling you.

🏢 TRANSFORM YOUR ORGANISATION

All organisations must evolve to thrive. By providing stimulus, method and direction, our Organisational Design Practice can help you create the optimal structures and teams to meet your challenges head on.

👥 TRANSFORM YOUR SKILLS & CAPABILITY

Effective change comes from within, building your internal capabilities is critical to sustain change and develop momentum. With one of the largest portfolios of business and process improvement learning content in our sector, we've got the courses you need when and however you need them.

➡️ TRANSFORM YOUR LEARNING

Building on our long heritage of developing and delivering high quality training, we can create and customise learning content in any subject and in all formats. Whether it's developing curricula, creating new content or authoring complex assessments, we can help.

A different kind of improvement - our commitment to you

- Applied:** Complete focus on achieving real results, walking the talk of performance improvement.
- Involved:** Genuinely committed to client success, doing what's right, saying what's needed, seeing it through.
- Equipped:** Expert, experienced, and deeply immersed in our philosophy, methodology and practice.
- Tuned-in:** Hearing what systems, processes, people and customers are saying, gathering and analysing data.
- Enabling:** Beyond training, sharing skills and knowledge, leaving a legacy of capability.



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