

Support to close “Softer Skills” capability gaps: Skill specific workshops to target improvement

Stakeholder Management – one day workshop overview

Course context

Effective identification & management of stakeholders is key to insights & analytics impacting an organisation. Delivering commercial & customer benefits, requires influencing leaders across your organisation, using softer skills, together with data as evidence. Even in the world of advanced analytics, it is still true that people make decisions based on emotions & perception.

This one-day workshop is designed to help analysts & managers develop the practical skills needed to manage their stakeholders well. Through a combination of theory, commercial experience & interactive exercises, delegates will learn how they can identify their key stakeholders & influence them into action.

Aims and objectives

The aim of this workshop is to enable analysts, to apply stakeholder management skills, to prioritising key stakeholders, communicating more effectively & influencing action on their findings.

This isn't about changing analysts into sales people, rather to empower them to understand how they impact others, and the behavioural flexibility needed to influence a range of different stakeholders. Delegates will also learn a number of handy tips & CPD resources for their continued development.

The core objectives of the programme are to:

- Learn how to identify & prioritise key stakeholders, and understand different behavioural needs
- Develop their personal impact & skills to manage difficult stakeholders
- Benefit from coaching models, in identifying range of personal development areas

Learning Outcomes

- Skills to develop stakeholder maps & identify different segments for different approaches
- Techniques to manage difficult stakeholders and have more impact in key meetings
- Increased personal development awareness & tips for improved productivity

Outline of the day

The day includes plenty of interactive exercises. There is opportunity to apply what is learnt, to delegates' business context & challenges. Trainer also shares specific tips for key roles & meetings, that worked for him during his successful leadership career. Finally, delegates takeaway slides, notes, models & papers on some of the tools applied, to continue their own leadership development journey.

Topics include: Why stakeholders matter; Identifying your stakeholders; Taming 'office politics'; Learning from coaching models; Planning & prioritising post-workshop actions.