KOENIG SOLUTIONS · COURSE OUTLINE

Stakeholder Engagement: Strategic Relations & EI

Learn to manage stakeholder relationships, build influence and apply emotional intelligence to negotiate and prioritise effectively.

5 Days	5	28
DURATION	MODULES	TOPICS

COURSE OVERVIEW

This course covers the stakeholder engagement process, including identifying stakeholder needs, prioritising demands and managing difficult stakeholders. It then addresses building strategic relationships through relationship matrices, key influencer management and developing advocates at client sites. It examines influence skills for engaging C-level contacts and communicating differentiated value, followed by communication and negotiation approaches grounded in emotional intelligence, persuasion and compromise. Finally, it looks at teamwork and time management practices for coordinating virtual teams and setting account priorities.

WHO THIS COURSE IS FOR

Account Managers | **Project Managers** | **Relationship Managers** | **Stakeholder Engagement Leads** | **Team Leaders**

LEARNING OBJECTIVES

- Identify stakeholder requirements, demands and needs
- Apply strategies for managing difficult and complex stakeholders
- Prioritise stakeholders using a ramping up and down approach
- Build a relationship matrix for stakeholder accounts
- Develop coaches and advocates within client sites
- Apply influence tools and techniques with C-level contacts
- Explain emotional intelligence approaches to communication and negotiation
- Plan priorities and goals for stakeholder relationship building

COURSE SYLLABUS

5 Modules, 28 Topics

DAY 1

01

Stakeholders Engagement Process

TOPICS

- Essentials of Stakeholders Management – Skills and Competencies
- Cooperate, work together, join forces and team up – what is the strategy?
- Identifying, anticipating and analysing Stakeholder's requirements, demands and needs
- Managing tricky, complex, complicated, challenged and difficult Stakeholders
- The Stakeholders Prioritisation Game – Ramping Up and Ramping Down
- How to manage stakeholders' expectations that can't be managed effectively
- Strong and confident stakeholders' relationships to ensure increased success

DAY 2

02

Building Strategic Relationships

TOPICS

- How to build and manage key relationships within a stakeholder group
- Qualifying and managing key influencers accurately
- Producing a 'relationship matrix' for each account quickly and easily
- How best to approaching and developing new contacts
- Developing a coach or advocate in every client site pro-actively

DAY 3

03

Influence Skills When Working with Stakeholders

TOPICS

- How to integrate your business style and solutions with the stakeholder's needs and processes
- Getting your message and strategy across to C-level contacts
- Being able to better anticipate, identify, create, and develop opportunities within a group
- **Knowing your personalised value message:** Differentiating your solutions clearly and accurately with customer/client-matched value statements
- Tools, techniques and principles of influence

DAY 4

04

Communication and Negotiation with Emotional Intelligence

TOPICS

- Effective Communication and Emotional Intelligence
- Emotional Manager instead of Program/Project/Functional/Capability Lead Manager
- Effective Convincing, Persuading and Influencing techniques
- Collaborative and Coordinated skills – achieving commitment and consistency
- Compromise and Concession middle point
- Win to Win and Win to Lose
- Stakeholders Relationship game and rapport

DAY 5

05

Teamwork and Time Management for Stakeholder Relationship Building

TOPICS

- Working with other stakeholders inside and outdies your organisation to achieve your account goals
- Managing and working with a virtual team and creating cross-departmental communication loops
- Managing your time and stakeholders effectively on a daily basis
- Setting priorities, goals and account objectives for stakeholder relationship building

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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