

# ADVANCED STAKEHOLDER MANAGEMENT - BECOMING A MORE INFLUENTIAL LEADER

Gain Insights into the Reasons behind Successful Stakeholders – Ability to Identify, Manage and Influence

27th & 28th February 2019  
JW Marriott Hotel, Kuala Lumpur, Malaysia

## Major Benefits of Attending

By end of this course, delegates will be able to:

- **UNDERSTAND** that managing your key stakeholders requires you to first become more personally effective
- **RECOGNIZE** that 'unconscious' or natural stakeholder management is actually what makes top people successful today and that your level of personal effectiveness is a key building block in managing your stakeholders successfully
- **LEARN** how to improve your own level of personal effectiveness by understanding your predictable strengths and weaknesses
- **IDENTIFY** and **MAP** your own previously unidentified stakeholders
- **CREATE** your own influence map to identify your own much less obvious stakeholders
- **BUILD** your negotiation skills to get more of what you need from others to be successful in your business
- **RECOGNISE** that in project management, stakeholder management knowledge is often a critical, missing link that you must address
- **CREATE** your own stakeholder communication plan to implement immediately back at work
- **UNDERSTAND** the vital importance of successful stakeholder management to leaders and the role that personal effectiveness has to play in it.
- **UNDERSTAND** yourself better and 'read' those around you more effectively.
- With that knowledge, **TAKE ACTION** to change what isn't working well for you and that you don't like.
- **WORK** on what you do really well.
- **APPLY** all of this to identifying and managing your stakeholders more effectively.
- **NEGOTIATE** more successfully
- **MANAGE** projects better
- **BECOME** more likely to achieve your personal career goals and ambitions

## Why You Should Attend?

As a director or senior manager have you ever wondered why some colleagues rise so rapidly in the organisation while the majority make, at best, steady progress as far as their career development is concerned? Have you also considered why those same people seem to have the edge when it comes to the allocation of scarce resources, for example the annual budget round?

Yes, well then this workshop will provide you with some real insight into the reasons why these individuals become so successful – it is usually directly related to their ability to identify, manage and influence their key stakeholders effectively.

You will then learn how to do what they are doing via a series of highly interactive exercises and techniques to achieve this. Last but not least, you will create your own Stakeholder and Influence Map to identify your previously unidentified stakeholders along with the much less obvious ones who often have disproportionately large amounts of influence over the key decision makers.

## Who Should Attend?

This workshop is specifically designed for:

- ✓ Business Leaders
- ✓ Line Leaders
- ✓ Managing Directors
- ✓ Vice Presidents
- ✓ Assistant Vice Presidents
- ✓ Directors of HR and Corporate Support
- ✓ Learning/Organisation Development Professionals

Organized by: \_\_\_\_\_

