BLACKBIRD FOR TRAINING

Influence and Stakeholder Leadership

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Casablanca (Morocco)

UK Trainig
PARTNER



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Introduction

Effective leadership increasingly depends on the ability to influence people, build strong stakeholder relationships, and create alignment across diverse interests. In complex organizational environments, leaders must be able to gain commitment, navigate competing priorities, manage expectations, and build support for strategic initiatives.

The Influence and Stakeholder Leadership course is designed to equip leaders and professionals with practical skills to influence stakeholders, strengthen relationships, build trust, and lead through collaboration rather than authority alone. The course focuses on practical approaches to stakeholder analysis, strategic communication, influence, negotiation, conflict management, and leadership across organizational boundaries.

Participants will explore how to understand stakeholder motivations, adapt their leadership and communication approaches, build strategic alliances, and influence decisions effectively while maintaining credibility and long-term relationships.

Course Objectives

By the end of this course, participants will be able to:

- Understand the principles of influence and stakeholder leadership.
- Identify and analyze key stakeholders, their interests, expectations, and levels of influence.
- Develop effective stakeholder engagement and leadership strategies.
- Build trust, credibility, and professional relationships with diverse stakeholders.
- Apply influence techniques to gain support and commitment without relying solely on formal authority.
- Adapt communication and leadership approaches to different stakeholder profiles.
- Manage competing expectations and stakeholder priorities effectively.
- Strengthen negotiation and conflict management skills.
- Influence strategic decisions and build stakeholder buy-in for organizational initiatives.
- Manage challenging and resistant stakeholders with confidence and professionalism.
- Build strategic alliances and collaborative stakeholder networks.
- Develop practical action plans for sustained stakeholder leadership and influence.



Course Outlines

Day 1: Foundations of Influence and Stakeholder Leadership

- Understanding the role of influence in modern leadership.
- Stakeholders as partners in organizational success.
- Identifying and categorizing key stakeholders.
- Analyzing stakeholder interests, expectations, power, and influence.
- Understanding stakeholder motivations and behaviors.
- Assessing stakeholder relationships and potential risks.
- Practical Exercise: Developing a stakeholder influence map.

Day 2: Building Trust, Credibility, and Strategic Relationships

- The role of trust in stakeholder leadership.
- Building personal and professional credibility.
- Establishing strong relationships with key stakeholders.
- Understanding stakeholder perspectives and priorities.
- Active listening, empathy, and emotional intelligence.
- Adapting leadership styles to different stakeholder needs.
- Building strategic alliances and networks.
- Workshop Exercise: Developing a stakeholder relationship strategy.

Day 3: Communication and Influencing Without Authority

- Strategic communication for stakeholder leadership.
- Understanding different communication and decision-making styles.
- Framing messages to gain stakeholder attention and support.
- Influencing without formal authority.
- Persuasion techniques and behavioral influence.
- Managing expectations and communicating difficult messages.
- Building commitment and stakeholder buy-in.
- Practical Exercise: Delivering an influence-focused stakeholder communication.

Day 4: Negotiation, Conflict, and Challenging Stakeholders

- Identifying common sources of stakeholder conflict.
- Managing competing interests and priorities.
- Negotiation strategies for stakeholder environments.
- Creating mutually beneficial outcomes.
- Managing resistance and difficult stakeholder behaviors.
- De-escalation and constructive conflict management.
- Maintaining relationships while addressing disagreements.
- Case Study: Resolving a complex stakeholder conflict.
- Simulation: Negotiating with a challenging stakeholder.



Day 5: Strategic Influence and Stakeholder Leadership in Practice

- Developing strategic influence strategies.
- Building coalitions and securing stakeholder commitment.
- Influencing strategic decisions and organizational change.
- Managing stakeholder relationships during periods of uncertainty and change.
- Strengthening long-term stakeholder partnerships.
- Measuring stakeholder engagement and influence effectiveness.
- Developing a personal stakeholder leadership approach.
- Final Workshop: Creating an integrated Stakeholder Influence and Leadership Action Plan.
- Review of key lessons and practical application.

Why Attend This Course: Wins & Losses!

- Develop the ability to influence stakeholders without relying solely on formal authority.
- Build stronger relationships based on trust, credibility, and mutual value.
- Improve stakeholder communication and engagement.
- Gain practical tools for managing competing interests and expectations.
- Strengthen negotiation and conflict management capabilities.
- Improve the ability to gain stakeholder buy-in for strategic initiatives.
- Learn how to manage resistance and challenging stakeholder behaviors.
- Build stronger strategic alliances and collaborative networks.
- Enhance leadership effectiveness across organizational boundaries.
- Develop a practical action plan for applying influence and stakeholder leadership skills in the workplace.

Conclusion

Effective stakeholder leadership requires more than relationship management. It requires the ability to understand different perspectives, build trust, communicate strategically, influence decisions, manage conflicts, and create commitment across diverse stakeholder groups.

The Influence and Stakeholder Leadership course provides participants with practical frameworks, techniques, exercises, and realistic scenarios to strengthen their ability to lead through influence and collaboration. By applying these skills, participants can build stronger stakeholder relationships, gain greater support for organizational initiatives, and lead more effectively in complex and interconnected environments.

