

## Managing Stakeholder Relationships

### Outline...

Give the right products and services, the key drivers of business success are the relationships that organizations have with their stakeholders. Building truly effective relationships with external clients and internal colleagues requires analysis and sustained effort, but produces significant long-term business benefits.

For organisations to maximize their potential, their internal business relationships need to work effectively. Organisations are moving away from competing functions towards full internal partnerships between functional areas and the line management of the business. Our Business Relationship Management workshop addresses the key demand placed on individuals in forming effective business relationships to enhance business success.

### Who Should Attend?

- ◆ People managing a range of competing stakeholders
- ◆ Those managing key internal and external business relationships
- ◆ People in relationship management roles

### Objectives...

The objectives of this workshop are to:

- ◆ Help participants understand the business benefits of effective relationship management
- ◆ Identify and develop the key skills of relationship management
- ◆ Provide tools and techniques to help participants become more effective

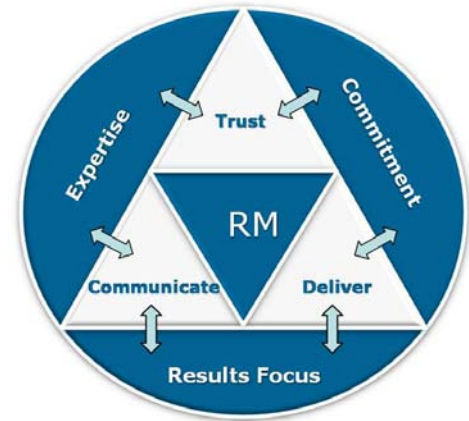
### Workshop Style & Key Content...

The workshop is highly participative and uses practical exercises, role play, case studies, and discussions to give participants the experience they need to deal with the issues. Some key elements of the content are:

- ◆ Identifying key stakeholders
- ◆ Stages in relationship development and

how to speed them up

- ◆ Relationship makers and breakers



- ◆ Relationship management model
- ◆ Developing trust and retaining it
- ◆ Managing conflicts and competing demands
- ◆ Relationship action plans
- ◆ Managing global relationships
- ◆ Working in a strategic partnership

### Duration & Participation...

This is a one day workshop, normally run at the client's own venue. To improve interactivity and shared learning the workshop is best suited to groups of 6-10 participants. This programme can also be run individually or for pairs of people with some slight modification.

We follow up with all participants 3 months after the programme.

### Other Workshops...

Some of our other programmes include:

- ◆ Leading During Uncertainty
- ◆ Emotional Intelligence In Leadership
- ◆ Positive Influencing
- ◆ Negotiating To Succeed
- ◆ Managing Dispersed Teams
- ◆ Managing Your Boss

For further information on this or other programmes please contact us on: +44 207 863 8877

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