

Aligning Stakeholders ©

Tools to build influence, manage expectations and move outcomes forward through better stakeholder alignment.



Have you ever delivered solid work, but the outcome still depended on people you did not directly control? The decision sat with one stakeholder, the data with another, the priorities with a third — and alignment meant more than keeping everyone informed.

Aligning Stakeholders©© helps participants manage stakeholder relationships more intentionally, from understanding decision dynamics and divergent interests to adapting their message, managing up and increasing visibility where it matters. The course gives them practical tools to influence without forcing, communicate with relevance and build the kind of network that supports real outcomes.

Aligning Stakeholders ©

• Who is it for?

- Managers and team leaders
- Specialists and individual contributors
- Professionals working across teams, functions or business units
- People who need to influence stakeholders without direct authority
- Anyone who needs to increase visibility, manage expectations and move work forward through others

• What will you learn?

How to...

- map stakeholders based on interests, expectations, influence and relationship quality
- understand how decisions are made and where influence can realistically be built
- adapt messages and arguments to different stakeholders and levels of seniority
- manage up by anticipating your manager's goals, pressures and decision needs
- build visibility and network quality in a way that supports professional outcomes

• What to expect?

- A practical framework for stakeholder management, influence, managing up and visibility
- Concrete tools such as stakeholder mapping, manager profiling and network analysis
- Applied exercises based on participants' real stakeholder situations
- Practice in building arguments, elevator pitches and upward narratives
- Tactics for managing divergent priorities, difficult conversations and stakeholder expectations

• How is it delivered?

FORMAT

In-class or online

DURATION

2 days / 12 hours

COHORT

Groups of up to 12 participants