



إشراك وإدارة أصحاب المصلحة بطريقة فعالة: دليل لتحسين أداء الشركات في العالم العربي

Duration: 5 Days

Language: ar

Course Code: MG2-121

Objective

Upon completion of this course, participants will be able to:

- Develop long-term mutually beneficial relationships with stakeholders.
- Understand the requirements for stakeholders both internally and externally.
- Create meaningful communication channels to keep your stakeholders engaged.
 - Use SMART negotiation techniques to make the most of alliances.
 - Navigate workplace changes and keep everyone informed.
- Maintain profitability by generating innovative solutions to change and gaining funds to carry out new processes.
- Improve negotiation and influencing techniques to get the most out of relationships.
- Benchmark your success against competitors and accept feedback from stakeholders to make essential improvements.
 - Resolve organisational conflicts and manage workplace politics.

Audience

This course is designed for anyone responsible for managing stakeholder relationships or negotiating contracts to gain funding for future projects. It would be most beneficial for:

- Fundraising Managers
- Operations Managers
 - Financial Managers
 - Business Owners
 - Directors
 - Purchasing Managers
- Technical Professionals
 - Project Managers
- Change & Control Managers
- Administrators or Support Staff
 - Account Managers
- Sales Representatives

Training Methodology

This course uses various adult learning techniques to aid full understanding and comprehension. Participants will watch video examples based on positive and negative negotiation and influencing styles and their consequences. They will also use group activities and learn tools and techniques to develop an action plan for business processes and projects. They will present the benefits and accurate statistics to potential stakeholders to gain buy-in. Role-playing activities will also use real-world scenarios to improve participants' natural negotiation and relationship-building techniques and help them handle objections and manage challenging conversations.

Summary

For many businesses, stakeholders are essential to profit-making and progress. They provide valuable ideas and insight, increased innovation, the ability to compare with competitors and other businesses in the field, and, most importantly, the finances to grow a business without encountering financial difficulties.

Developing a stable and mutually beneficial relationship with the right stakeholders can be difficult. Developing a strong connection with people who understand your mission and company aims is essential. To maintain their interest, you will need to utilise practical negotiation skills and engage your stakeholders in all areas of your organisation. Sometimes, stakeholder relationships can become rocky, and it's also important to keep them on the side, remove the pressure from your employees, and maintain stability by offering innovative solutions to questions and problems. It's also your responsibility within the business to develop processes and skills to consider

both external and internal stakeholders, including contractors, employees, clients, shareholders, and consultants, increase opportunities, and overcome challenges to ensure that the business is propelled forward and increasing in profitability.

Course Content & Outline

Section 1: Identifying Beneficial Stakeholders

- What do you want from your stakeholders?
- Identifying your needs and those of your stakeholders.
 - Shared benefits.
- Minor vs. senior stakeholders - benefits and pitfalls.
 - Your stakeholder register.
- The best stakeholder management strategy.

Section 2: Stakeholder Communications

- The psychology of stakeholder communication.
- Understand the barriers to effective communication.
 - How to remove communication barriers.
 - Interests vs. necessities.
- Developing trust using empathy and understanding.
 - Delivering news on key issues.

Section 3: Long-term Relationship Building

- Emotional Intelligence and its role in relationship building.
 - Planning and contractual agreements.
- Developing the right environment for mutually beneficial relationships.
 - The skills and competencies of stakeholder management.
- Stakeholder prioritisation - ramping up and ramping down.

Section 4: Negotiation & Influencing

- Influencing skills and rapport building.
 - Negotiation techniques and practice.
- Managing effective stakeholder meetings.
 - Behaviours, body language, and influencing without authority.
- Gaining extra funding through persuasion and positive planning.

- Passive manipulation.
- Negotiation tools and techniques.

Section 5: Handling Objections & Difficult Conversations

- Dealing with stakeholder objections.
- Understanding why objections may occur.
- Identifying pain points in processes before presentation.
- Escalating stakeholder objections for a more comprehensive resolution.
- Managing expectations when issues occur.
- Managing key influencers and stakeholders effectively.

Section 6: External & Internal Stakeholders

- How to identify the needs of different stakeholder types.
- Protocols and processes for different types of stakeholders.
- Understanding communication method differences for internal vs. external stakeholders.
 - How internal stakeholders can benefit your business.
 - How external stakeholders can benefit your business.
 - Gaining the right ratio.

Section 7: Your Work Culture & Managing Engagement

- The 3-step approach to effective stakeholder analysis and engagement.
 - National and regional cultures and how these differ.
 - Your organisational values and culture.
 - Enforcing values and managing non-adherence.
 - Communicating across cultural barriers.
 - Time management, expectations, and goals.

Certificate Description

Holistique Training. عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993 أو ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة

Categories

إدارة الموارد البشرية HR, القيادة والإدارة

Related Articles



أدوات صنع القرار: أهم أداة تساعد في إدارة اتخاذ القرار

تعد القدرة على اتخاذ القرارات سمة قيادية قيمة وتوضح قدرتك على التفكير بموضوعية وموازنة الخيارات المختلفة. بالإضافة إلى ذلك، فإن قدرتك على اتخاذ قرار سريع يمكن أن تساعد في إنشاء رابطة ثقة قوية مع الموظفين الآخرين والتي يمكن أن تعزز ثقافة شركتك.

YouTube Video

https://www.youtube.com/embed/uDCKmbuxYd8?si=_BsLSTxfyfuBStef