

### The Fundamentals of CHANGE THiNKiNG & DOiNG

#### 90-minute Online Class Stakeholder Management Mastery

Stakeholder sentiment management is an often a misaligned and mystical part of change delivery, but entirely essential to success. Creating the right sentiment takes significant effort and thoughtful strategy. Learn how to assess the influence and impact each stakeholder has on your change success. Understand how to prioritise and manage stakeholders based on legitimacy, ability to call urgent action and use of their power along your change journey.

- Recognise and categorise the effect of power, urgency and legitimacy
- Utilise our framework to develop strategies and tactics for stakeholders based upon their diverse wants and interests
- Build your plan based on Stakeholder qualification and prioritisation (efficient and effective management)

#### Master Class Learning Outline –Strategic Stakeholder Management

Topic/ Focus Area	Synopsis	Learning Outcomes
<b>Understanding and Navigating Wants and Interests</b>	<p>Stakeholder importance is a very subjective topic and is heavily influenced by the proximity and the nature of the relationship between the stakeholder(s) and the change manager.</p> <p>An individual’s experience in managing stakeholders can be a critical success factor to achieving the right buy-in and engagement at each stage of your change.</p> <p>In this master class we will move beyond impact and influence and introduce the concepts of legitimacy, urgency and power to help prioritise stakeholders and develop management plans aligned to their wants and interests and achieving your change outcomes.</p>	<ul style="list-style-type: none"> <li>• Utilise or LUP stakeholder framework to consistently assess stakeholders based upon their diverse wants and interests</li> <li>• Build strategies and tactics based on Stakeholder qualification and prioritisation (efficient and effective management)</li> <li>• Know which strategies to apply to achieve mobilisation for different wants and interest groups.</li> </ul>