



# Course Title: Managing and Influencing Stakeholders (PT209)

**Level:** Practitioner

**Duration:** 24 hours (indicative), approximately 8 weeks

**Delivery method:** Supported distance learning

**Assessment:** 1 hour multi-choice examination

**Recommended Prior Learning:** Introduction to Stakeholder Communications (FD108) and Introduction to Change Management (FD104)

**Mandatory Prior Learning:** None

## Overview

This course provides practical skills development in order to effectively apply a range of tools and techniques when working with customers, stakeholders, top management and external providers/suppliers to increase their readiness to change and overcome resistance.

## Who is it for?

This course is designed for those who are practising in quality and aspire towards middle management.

## Indicative course content

- Stakeholder analysis and management:
  - 4-box Power vs Influence
  - Strategies for managing and communicating with stakeholders
  - Construction and use of the stakeholder matrix (Simple 4-box with Power vs Interest) and the process to identify, prioritise and develop plans for stakeholder engagement
- Influencing styles:
  - Use and application of generic influencing styles
  - Rationalising
  - Asserting
  - Negotiating
  - Inspiring
  - Bridging
  - Influencing people
  - Influencing situations
- Transactional analysis:
  - Ego states
  - Types of transactions
  - Behavioural diagnosis
- Personal contracting:
  - Review role of the consultant and description of how they work with organisations, leaders and others including contracting with stakeholders
  - Purpose
  - Expectations
  - Behaviour
- Engaging others and building trust and rapport:
  - Questioning techniques: open/closed; reflecting; mirroring; clarifying
  - Listening skills
  - Empathy

- Body language
- The consulting process: contract; evaluate data; develop strategy; develop plan; implement plan; review.
- Increasing readiness to change (dealing with resistance):
  - Readiness to change assessment: Gleicher Formula, meaning of the terms and application.
  - Scott & Jaffe change curve: descriptions of the four stages.
  - Kotter & Schlesinger's six methods: descriptions of methods and typical actions to increase readiness to change.
- Scenario-based learning.

### **Delivery method**

Supported distance learning. A Tutor will be assigned who will provide support and guidance throughout the course. All course materials are accessible via our web-based learning system.

### **Course fee**

The course fee is inclusive of tutorial support, learning and assessment materials, an account for our learning system, examination and certification.

- £475 +VAT per learner

### **Examinations**

- Examinations are online and can be arranged to be taken in your workplace where invigilation is agreed and provided by your employer.
- Additional fees will apply if you wish to undertake the examination in a paper-based format.
- If you wish to sit the examination at an examination centre (please refer to 'exam information' on <http://www.roveconsultancy.co.uk/cqi-quality-management/> for details of examination centres that support external students. Please note examination centres will charge a fee for this service. Details should be obtained directly from the representatives of these organisations.
- Please note that a fee of £65 +VAT is applicable should a re-sit be required.

### **How to enrol**

We don't have set enrolment periods for this course so you are able to enrol at any time. Please complete the contact us box below, email [info@roveconsultancy.co.uk](mailto:info@roveconsultancy.co.uk) or call 0191-6600355 and we'll get back to you.