

Theme: Leadership

Course: **ADVANCED STAKEHOLDER MANAGEMENT**



General information

◆ Aim of the course

To be able to target specific stakeholders to be approached, to engage with them, and to influence their thinking.

◆ Learning goals

- Detect and prioritise strategic stakeholders
- Identify the right moment to influence stakeholders
- Understand their way of thinking to influence them more
- Become able to change their way of thinking.

◆ Audience

Category managers, strategic buyers, senior buyers, key supplier managers, procurement directors.

◆ Prerequisites

- A good command of English or French
- Have the necessary [technical equipment](#) to follow online courses.

◆ Learning mode & pedagogy

- 1) **Theoretical e-learning** through individual self-paced sessions. This first step has to be considered as the essential pre-work for:
- 2) Learning **application in online group classes**. Participants use actively their knowledge and put it into practice in workshops, role-plays, case studies, presentations and debates.

Theoretical learning content - Estim. duration: 2 hrs*

3 mandatory e-modules (*1h)

Emotional Intelligence, the emotional need it responds to:

1. The affiliative style
2. The democratic style
3. The coaching style

3 Optional e-modules (*1h)

Emotional Intelligence, the emotional need it responds to:

1. The authoritative style
2. The pacesetter style
3. The coercive style²



Date of first - last class - 2 sessions per language:

In **English**: 16 - 23 September 2025
27 January - 03 February 2026

In **French**: 15 - 22 September 2025
26 January - 02 February 2026

Programme of the trainer-led classes | 3,5 hrs x 2

I. Managing Stakeholders within the Organisation

- Class discussion & workshop on the enlargement of the buying center
- Workshop on the constant surveying of stakeholders' feedback and perceptions
- Class discussion on models of involvement
- Workshop on the detection and correction of failed involvement.

II. Understanding the breadth and depth of people's needs

- Class discussion and workshop on the elicitation of stakeholders' followership
- Class discussion and exercise on a business case, using the E.I. techniques to elicit stakeholder followership
- Discussion and brainstorming on the processes of stakeholder conversion.