

Learning Objectives



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

- 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.

General information



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.

Modalities



Theoretical e-learning through individual selfpaced sessions. This first step has to be considered as the essential pre-work for.



Learning application in online group classes. Participants use actively their knowledge and put into practice in **workshops**, **role-plays**, case studies, presentations and debates.



Graduation

Digital certificate of attendance

Programme of the trainer-led classes



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.



Self-learning



6 e-modules

"Emotional Intelligence, the emotional need it responds to":

- The affiliative style
- The democratic style
- The coaching style.
- The authoritative style
- The pacesetting style
- The coercive style