



## Get support where it matters

Stakeholder management is a process requiring careful planning, execution, and control. Regardless if stakeholders are internal or external, success will depend on the ability to gain support from right individuals and to navigate the process.

CELEMI Synchronicity equips participants with skills and tools to build a broad support base and gain support from key stakeholders. The program provides a platform for:

- sharing experiences
- applying theoretical models, and
- deepening the participants' understanding of stakeholder management

### Key concepts covered

- Identify those stakeholders crucial to the success of initiatives
- Identify stakeholders' role in initiatives
- Visualize support among stakeholders using a Stakeholder Support Map, depicting level of support from stakeholders
- Identify and understand the agenda(s) of stakeholders
- Align initiatives to stakeholder perception of value
- Leverage persuasive techniques to increase support among stakeholders
- Developing a Stakeholder Buy-In Plan



#### KEY THEMES

- stakeholder management
- project delivery
- relationship management
- leveraging support
- value perception
- winning buy-in
- stakeholder mapping.



#### TARGET GROUP

Any employee who is leading an initiative or project where support from internal and/or external stakeholders is important.



#### NUMBER OF PARTICIPANTS

12-36 per facilitator, divided into teams of 4



#### MATERIALS

WorkMat™  
Learning Guide  
Stakeholder Buy-in Plan  
Interactive Case story



#### TIME

An intense half-day competition (3-4 hours).