

# ENGAGE & INFLUENCE

**Category:** Engage and Influence

**Course Name:** Stakeholder Engagement and Influence

**Course Length:** 2 Days

**Instructor:** William L. Michels

**About this Course:**

This course contains tools and techniques to identify, map and communicate with stakeholders to meet their and your organization's individual needs. It introduces skills and behaviors to engage, manage and influence stakeholders.

*Recommended for: any company or organization that develops strategic plans. The influence process is a critical skillset required by all procurement and supply chain practitioners for internal and external environments. Stakeholder engagement assures project success when developing change and transformation initiatives.*

**Objectives:**

- Understand what drives stakeholder behavior
- Understand how to adjust your communication style and approach to meet business needs
- Understand who stakeholders are and their roles and communication needs

**Benefits:**

- Tools and techniques for effective stakeholder management