

EXECUTIVE INFLUENCE & STRATEGIC STAKEHOLDER LEADERSHIP



GENTEX[®]
TRAINING CENTER



Introduction

Senior leaders achieve results through people they do not directly control. The Executive Influence & Strategic Stakeholder Leadership Training Course builds that capability deliberately. Participants learn to map power and interest across boards, regulators, partners, and internal coalitions, then design influence strategies grounded in evidence rather than pressure. Furthermore, the programme covers executive presence, board communication, negotiation at senior level, and coalition building. Delivered by Gentex Training Center over five days, this programme suits directors, executives, and senior function heads. As a result, participants move decisions forward and secure support for strategic priorities.

Executive Influence & Strategic Stakeholder Leadership Course Objectives

- Explain influence, authority, and power dynamics at executive level.
- Map senior stakeholders using Mendelow's power-interest grid and coalition analysis.
- Apply Cialdini's six principles of persuasion ethically in executive settings.
- Build influence strategies with clear objectives, evidence, and sequencing.
- Apply the Minto pyramid principle and SCQA to board papers and briefings.
- Manage executive presence through voice, composure, and message discipline.
- Negotiate at senior level using interest-based bargaining and BATNA analysis.
- Handle resistance, competing agendas, and political dynamics constructively.
- Build and sustain coalitions across functions, boards, and external partners.
- Measure influence outcomes through decision tracking and stakeholder feedback.

Course Methodology

- Executive-level sessions combining frameworks, reflection, and practice.

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- Boardroom and committee simulations with structured peer feedback.
- Stakeholder mapping workshops using live participant cases.
- Role-plays covering objections, resistance, and difficult counterparts.
- Case studies of successful and failed executive influence campaigns.
- Action planning with a personal influence strategy for a real priority.

Who Should Take This Course

- Directors, executives, and heads of major functions.
- Senior managers preparing for enterprise-level roles.
- Programme and transformation leaders managing senior stakeholders.
- Strategy, corporate affairs, and communications leaders.
- Government officials and institutional leaders.
- Partners and principals in professional services firms.
- Leaders managing relationships with boards and regulators.

Executive Influence & Strategic Stakeholder Leadership Course Outlines

Day 1: Foundations of Executive Influence

- Authority, influence, and power distinguished.
- Sources of power: positional, expert, relational, and informational.
- Organisational politics understood without cynicism.
- Mendelow's power-interest grid for senior stakeholders.
- Coalition mapping and stakeholder salience analysis.
- Ethical boundaries in organisational influence.



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- Self-assessment: personal influence profile and gaps.

Day 2: Stakeholder Strategy and Evidence

- Building a stakeholder engagement and influence plan.
- Defining influence objectives and success measures.
- Cialdini's six principles: reciprocity, scarcity, authority, consistency, liking, consensus.
- Framing, anchoring, and message sequencing.
- Evidence quality and building a defensible case.
- Anticipating objections and preparing responses.
- Workshop: mapping a real senior stakeholder landscape.

Day 3: Executive Communication and Presence

- The Minto pyramid principle for board papers and briefings.
- The SCQA structure for executive narratives.
- Executive presence: voice, pace, posture, and message discipline.
- Handling hostile questions and scrutiny with composure.
- Board communication norms and governance expectations.
- Managing upward communication honestly and effectively.
- Practice: delivering a five-minute executive case.

Day 4: Negotiation, Resistance, and Politics

- Interest-based negotiation at senior level.
- BATNA, WATNA, and ZOPA analysis in executive settings.
- Managing competing agendas and cross-functional tension.
- Recognising and responding to pressure tactics.



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- Building and holding coalitions over time.
- Managing setbacks, reversals, and public disagreement.
- Simulation: a contested executive committee decision.

Day 5: Strategy, Measurement, and Action Planning

- Sustaining influence across long change programmes.
- Reputation, credibility, and consistency of behaviour.
- Tracking decisions, commitments, and stakeholder sentiment.
- Measuring influence with practical indicators.
- Building a personal influence network and advisory circle.
- Creating a 90-day influence strategy for a live priority.
- Final practice, peer review, and course consolidation.

Conclusion

By successfully completing the Executive Influence & Strategic Stakeholder Leadership Training Course, participants will have acquired practical knowledge of power-interest mapping, Cialdini's persuasion principles, the Minto pyramid principle, interest-based negotiation, coalition building, and influence measurement. In addition, they will secure support for strategic priorities and navigate senior politics with integrity. Gentex Training Center delivers this programme through boardroom simulations and live stakeholder workshops, so participants apply their new knowledge immediately.

FAQs





Q1 What is the "Executive Influence & Strategic Stakeholder Leadership" course about?

The course develops the ability to influence senior stakeholders without direct authority. It covers power dynamics, stakeholder mapping, persuasion principles, executive communication, board engagement, negotiation, coalition building, and influence measurement.

Q2 What are the key benefits of the "Executive Influence & Strategic Stakeholder Leadership" course?

Participants move strategic decisions forward faster and secure support across functions and boards. Furthermore, they handle resistance without damaging relationships, present credible cases to senior audiences, and build durable coalitions. As a result, their priorities gain traction.

Q3 What skills will I gain from the "Executive Influence & Strategic Stakeholder Leadership" course?

Participants gain senior stakeholder analysis and influence strategy, executive communication and board engagement, negotiation and resistance management, and coalition building and influence measurement. These four skills combine to strengthen executive-level impact.



Q4 What tools, methods, or standards are covered in the "Executive Influence & Strategic Stakeholder Leadership" course?

The programme covers Mendelow's power-interest grid, stakeholder salience analysis, Cialdini's six principles of persuasion, the Minto pyramid principle, the SCQA structure, BATNA, WATNA and ZOPA analysis, interest-based negotiation, coalition mapping, decision tracking logs, and board governance communication norms.

Q5 How is the "Executive Influence & Strategic Stakeholder Leadership" course applied in real-world practice?

Executives apply it when seeking board approval for investment, aligning functional heads behind a strategy, negotiating with regulators or partners, managing a restructure, and building support for transformation programmes. In addition, they use it in one-to-one conversations with peers whose support is essential.