

INFLUENCE AND STAKEHOLDER LEADERSHIP



GENTEX[®]
TRAINING CENTER



Introduction

Results depend on people who do not report to you. The Influence and Stakeholder Leadership Training Course builds the capability to move peers, senior leaders, clients, and partners toward a shared outcome. Participants examine power and influence dynamics, map stakeholders by interest and influence, and build cases grounded in evidence. Furthermore, the programme covers persuasion, negotiation, resistance handling, and coalition building. Delivered by Gentex Training Center over five days, this programme suits managers, project leaders, and specialists working across functions. As a result, participants gain approval faster and build support for what matters.

Influence and Stakeholder Leadership Course Objectives

- Explain authority, influence, and power and where each applies.
- Map stakeholders using Mendelow's power-interest grid and salience analysis.
- Apply Cialdini's six principles of persuasion ethically in workplace settings.
- Build persuasive cases using the Minto pyramid principle and SCQA structure.
- Identify stakeholder interests, concerns, and decision criteria.
- Use interest-based negotiation with BATNA and ZOPA analysis.
- Recognise resistance types and respond with appropriate strategies.
- Handle objections, difficult counterparts, and competing agendas.
- Build coalitions and sustain support over long initiatives.
- Measure influence outcomes through decision tracking and feedback.

Course Methodology

- Interactive sessions built on influence and negotiation frameworks.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Stakeholder mapping workshops using live participant cases.
- Role-plays covering objections, resistance, and persuasion conversations.
- Case studies of successful and failed influence efforts.
- Simulation exercises on multi-party decision making.
- Action planning with a personal influence strategy for a real priority.

Who Should Take This Course

- Managers and team leaders working across functions.
- Project and programme managers depending on other teams.
- Business analysts and change professionals driving adoption.
- Sales, account, and business development professionals.
- Procurement and contracts staff negotiating with suppliers.
- Human resources and internal advisers influencing decisions.
- Specialists who must win support without formal authority.

Influence and Stakeholder Leadership Course Outlines

Day 1: Foundations of Influence

- Authority, influence, and power distinguished.
- Sources of power: positional, expert, relational, informational.
- Influence in organisational life and its ethical boundaries.
- Mendelow's power-interest grid for stakeholder prioritisation.
- Stakeholder salience: power, legitimacy, and urgency.
- Informal networks, gatekeepers, and opinion leaders.
- Self-assessment: personal influence profile and gaps.





Day 2: Stakeholder Mapping and Case Building

- Identifying stakeholders and their decision criteria.
- Mapping interests, concerns, and likely positions.
- Building a persuasive case with evidence and logic.
- The Minto pyramid principle for structuring arguments.
- The SCQA structure for persuasive narratives.
- Framing, anchoring, and message sequencing.
- Workshop: mapping a real stakeholder landscape.

Day 3: Persuasion and Communication

- Cialdini's six principles: reciprocity, scarcity, authority, consistency, liking, consensus.
- Speaking to interests rather than positions.
- Tailoring messages for analytical, intuitive, and political audiences.
- Handling questions, scepticism, and challenge sessions.
- Non-verbal influence and executive presence.
- Written influence: proposals, business cases, and briefings.
- Practice: delivering a persuasive three-minute case.

Day 4: Negotiation, Resistance, and Difficult Counterparts

- Interest-based negotiation principles in the workplace.
- BATNA, WATNA, and ZOPA analysis for internal and external talks.
- Recognising resistance types and root causes.
- Responding to pressure tactics, delays, and stalling.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Handling difficult counterparts and emotional escalation.
- Trade-offs, concession planning, and creative options.
- Simulation: negotiating competing departmental priorities.

Day 5: Coalitions, Ethics, and Action Planning

- Building and sustaining coalitions over time.
- Managing setbacks, reversals, and loss of sponsorship.
- Ethics, transparency, and reputation in influence work.
- Tracking decisions, commitments, and sentiment.
- Measuring influence with practical indicators.
- Building a 90-day personal influence plan.
- Final practice, peer review, and course consolidation.

Conclusion

By successfully completing the Influence and Stakeholder Leadership Training Course, participants will have acquired practical knowledge of power-interest mapping, Cialdini's persuasion principles, the Minto pyramid principle, SCQA narrative structure, interest-based negotiation, resistance handling, and coalition building. In addition, they will secure support for priorities without relying on authority. Gentex Training Center delivers this programme through stakeholder mapping workshops and negotiation simulations, so participants apply their new knowledge immediately.

FAQs





Q1 What is the "Influence and Stakeholder Leadership" course about?

The course teaches professionals how to influence people they do not manage. It covers power dynamics, stakeholder mapping, persuasion principles, case building, negotiation, resistance handling, and coalition building.

Q2 What are the key benefits of the "Influence and Stakeholder Leadership" course?

Participants gain approval faster and secure support across departments. Furthermore, they handle resistance without damaging relationships, present stronger business cases, and negotiate better outcomes. As a result, their initiatives move forward and their credibility grows.

Q3 What skills will I gain from the "Influence and Stakeholder Leadership" course?

Participants gain stakeholder analysis and mapping, persuasive case building and communication, negotiation and resistance management, and coalition building and influence measurement. These four skills combine to strengthen professional impact.

Q4 What tools, methods, or standards are covered in the "Influence and 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, concession planning, resistance diagnosis tools, and decision tracking logs.



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

Professionals apply it when seeking budget approval, aligning departments behind a plan, introducing a new process, negotiating supplier terms, securing executive sponsorship, and building support for change. In addition, they use it in one-to-one conversations with peers whose cooperation is essential.