

Nurturing stakeholder relationships for influence

Get ideas sold and partners made

One BIG thing

OK, two big things:

1. Influence is built over time through reciprocal relationships
2. Even the best ideas need a push from the right people

Problem to solve

Our problem is the scourge of one-sided relationships based on power and devoid of social capital. These relationships leave people and companies exposed in good times and bad.

By contrast, mutually-beneficial relationships persevere through trying times. Reciprocal relationships breed trust and are a source of personal and professional influence. They get ideas sold and partners made. Period.

Solution to the problem

A small percentage of humans are bestowed with knowledge to cultivate mutually-beneficial relationships. The rest of us are taught by **experts** how to nurture reciprocal relationships based on shared interest and trust.

In this thoughtfully curated module you'll learn:



- Elements of a highly effective stakeholder program and steps to execute
- How ideas stick and spread through networks
- How to cultivate mutually-beneficial relationships for influence
- Building social capital through the stakeholder engagement process
- Eight powerful ways to build long-term partnership with stakeholders
- Demonstrating leadership within a stakeholder relationship

Personality and luck will only take you so far. A proven stakeholder method, knowledge, and the resulting confidence will take you – and your level of influence – even further.

What now

This stakeholder relationships for influence module is available as a keynote presentation, interactive discussion, or facilitated workshop. Let's discuss the best approach to meet your specific need.

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