

Leadership Excellence Programmes – 2024



Stakeholder Engagement: Influence Your Stakeholders for Greater Impact

Today's successful business leaders must build strong relationships with stakeholders. This is essential for the successful running of enterprises not only because of the need for mutual support and value-adding collaboration but also because business operations have a fundamental impact on various stakeholder groups. Your stakeholder relationships can only improve if you, as a leader, invest in developing your ability to communicate, collaborate and engage with multiple stakeholders across your organisation's ecosystem.

This programme will help enrich your competencies in negotiating, influencing, communicating with and persuading your internal and external stakeholders in pursuit of your organisation's strategic goals. It will refocus leaders on the importance of creating organizational goals that are centred around stakeholder interests and expectations.

Why you should attend

The programme will enrich you with valuable insights and relevant skills that will enable you to:

- Enhance and improve your cross-functional relationships while also managing stakeholder expectations
- Negotiate with, influence and persuade the internal and external stakeholders with divergent interests to support your business agenda
- Identify, plan and execute effective Communication strategies suitable for your stakeholder groups
- Navigate the organisational politics to manage and resolve conflicts arising out of competing interests and priorities
- Track Stakeholder expectations achievement through effective strategy development, execution and monitoring

Who Should Attend?

- C-Suite Leaders and Executive Directors
- Senior Business Leaders

- Public Affairs/Corporate Affairs Executives
- Senior Communication Executives
- Leaders of NGOs and Advocacy Organisations
- Stakeholder Engagement Executives
- Project Management Executives

Selected Programme Topics

- The Stakeholder Engagement Process
- Building Strategic Relationships
- Strategies for Stakeholder Engagement
- Emotional Intelligence in Stakeholder Engagement
- Collaborative Stakeholder Engagement

Facilitators



Dr. Martin Oduor-Otieno,
CBS, PCC
Executive Director



Kepha Moreno Bosire
Chief Executive
- Leadership
& Open
Programmes

Event Details

Date: 18th July, 2024
Time: 8.30 a.m. – 4.00 p.m.
Venue: Radisson Blu Arboretum, Nairobi
Investment: KShs. 40,000 (inclusive of taxes)

To Register

Please contact:
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Deadline: 11th July, 2024