MERCURY

Building Alliances, Influencing Stakeholders, and Leading Change

29 March – 2 April 2027
Amsterdam (Netherlands)



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Introduction

This course, Building Alliances, Influencing Stakeholders, and Leading Change, explores the principles and practices required to build effective alliances in complex organizational environments. It provides an approach to influencing stakeholders through clear communication and strategic engagement. Participants will examine how leadership behaviors shape collaboration outcomes and organizational direction. The program focuses on managing change processes in dynamic and evolving systems. It emphasizes strengthening relationships that support sustainable organizational success. Learners will gain insight into integrating stakeholder engagement with change leadership for long-term impact.

Targeted Groups

This Building Alliances, Influencing Stakeholders, and Leading Change training targets professionals seeking knowledge and skills:

- Corporate managers developing strategic leadership influence.
- Project managers handling complex stakeholders.
- Change managers driving organizational transformation.
- HR professionals managing employee engagement.
- Government officers coordinating policy stakeholders.
- NGO leaders building strategic partnerships.
- Strategy consultants advising alliance building.
- Team supervisors improve workplace coordination.
- Senior executives leading organizational change.

Course Objectives

Participants will achieve the following objectives by completing the Building Alliances, Influencing Stakeholders, and Leading Change course:

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- Understand stakeholder mapping and stakeholder engagement principles effectively in organizational contexts.
- Apply stakeholder influence techniques to build trust and strategic alignment.
- Develop strategic alliances to strengthen organizational collaboration and partnerships successfully.
- Implement change management approaches to achieve sustainable organizational transformation outcomes.
- Enhance leadership capabilities to lead change in complex environments effectively.
- Analyze stakeholder expectations to consistently improve communication and engagement outcomes.
- Strengthen negotiation skills for building strategic partnerships and alliances effectively.
- Evaluate organizational change readiness and risk factors accurately, efficiently, and effectively.
- Design stakeholder engagement frameworks supporting long-term organizational success, growth, and sustainability.
- Apply stakeholder influence methods to drive measurable change outcomes successfully.

Targeted Competencies

Participants will gain the following competencies during the Building Alliances, Influencing Stakeholders, and Leading Change program:

- Stakeholder analysis and mapping skills.
- Stakeholder communication and influence skills.
- Strategic alliance and partnership building.
- Change leadership and transformation management.
- Stakeholder engagement planning and execution.
- Negotiation and conflict resolution skills.
- Organizational change and adaptability skills.

Studying Scenarios

In this Building Alliances, Influencing Stakeholders, and Leading Change training, participants develop skills through the following scenarios:

- Corporate stakeholder negotiation simulation exercises practical application.
- Managing organizational change resistance case studies analysis.
- Building strategic alliances, cross-sector collaboration scenarios, and workshops.
- Influencing stakeholders in complex project environments through simulations.
- Leadership decision-making during change implementation exercises.

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Course Content

Unit 1: Foundations of Alliances and Stakeholder Ecosystems

- Define stakeholder ecosystems in organizations.
- Identify strategic alliances for growth.
- Apply stakeholder mapping techniques.
- Explore value in partnerships.
- Analyze power and relationship structures.
- Build trust in engagement processes.
- Evaluate alliance effectiveness and outcomes.
- Develop sustainable collaboration models.

Unit 2: Influencing Stakeholders and Communication Strategies

- Define stakeholder influence principles.
- Apply communication and persuasion tools.
- Develop negotiation skills for engagement.
- Analyze stakeholder behavior patterns.
- Strengthen persuasion and trust-building.
- Evaluate communication effectiveness.
- Design engagement and mapping frameworks.
- Apply ethical influence practices.

Unit 3: Leading Change and Organizational Transformation

- Understand change leadership basics.
- Analyze change management models.
- Develop transformational leadership skills.
- Evaluate resistance factors in change.
- Implement change communication strategies.
- Strengthen organizational adaptability.
- Assess the impact of change initiatives.
- Build resilience and transformation systems.

Unit 4: Strategic Alliances and Partnership Management

- Understand strategic alliances.
- Identify partnership opportunities.
- Analyze alliance performance and risks.
- Develop partnership management strategies.
- Strengthen collaboration frameworks.
- Implement governance structures.
- Design sustainable partnership models.
- Build resilient alliances.

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Unit 5: Integrated Change Leadership and Stakeholder Systems

- Integrate change and stakeholder systems.
- Evaluate organizational alignment.
- Develop integrated leadership frameworks.
- Analyze multi-stakeholder environments.
- Strengthen leadership capacity.
- Apply engagement strategies in change.
- Evaluate influence and transformation impact.
- Implement sustainable organizational practices.

Final Insights & Key Takeaways

Effective leadership in complex environments relies on integrating stakeholder engagement with structured change management. Mastering alliances, influence, and transformation supports sustainable performance and long-term success.