

Strategic management, effectively mobilizing partners



ML-60 2 Days (14 Hours)



Description

This internship will allow you to acquire methods, tools and reflexes to improve the mobilization of your internal or external partners. You will discover in particular how to implement the strategy of allies, optimize your communication and develop your capacity for persuasion and influence.

Who is this training for ?

For whom

Business leaders and strategic managers wishing to mobilize their internal and external partners more effectively.

Prerequisites

Aucune

Training objectives

- Evaluate your leadership, your strategic position and your influence
- Implement the strategy of allies
- Promote and give signs of recognition to your partners
- Transmit useful information at the right time
- Develop your assertiveness and your ability to persuade

Training program

Leadership, mobilisation et stratégie d'influence

- Know how to distinguish power, authority and influence.
- Understand influence strategies and the power matrix.
- Evaluate your leadership, strategic position and influence within its organization.
- Practical work Self-positioning tests, feedback and collective exchanges.

Mettre en oeuvre la stratégie des alliés

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- List your allies: carry out a grid.
- Distinguish allies, opponents and passives.
- Carry out a classification: draw up a map of partners.
- Understand the socio-dynamics of partners.
- Mobilize your allies, create your network of allies.
- Practical work Case studies and implementation of the strategy allies on his own organization.

Mobiliser et impliquer ses partenaires

- Create a climate of trust for exchanges with your partners.
- Value your partners: transform a hostile partner into a neutral partner and a neutral into an ally.
- Give signs of recognition.
- Practice active listening to better understand your partners Promote the values ??of the organization and capitalize on the positive aspects of the partnership relationship.
- Think about "sustainable strategy" and plan for the future.
- Practical work Case studies and role-playing.

Communiquer pour mieux mobiliser

- Know the different processes and communication channels.
- Optimize upward communication: set up dashboards and reporting and alert tools.
- Improve your downward communication: knowing how to transmit the right information at the right time.
- Scenario Role plays and scenarios on leading information meetings.

Développer sa capacité d'influence

- Develop your assertiveness and your ability to persuade.
- Legitimize your function and your role.
- Develop your non-hierarchical authority.
- Win in authority and charisma.
- Show your difference, your specificity, your originality and your exemplarity.
- Express yourself in a positive way.
- Scenario Role plays on the charisma and legitimacy of a manager vis-à-vis partners.