



Practical Skills to Gather Support and Buy-Ins

SSG-APPROVED TRAINING PROGRAM

The Art of Engaging People to Achieve Results

(Synchronous e-Learning)

Effective Use of the 4-Step Method to Engage People

influencing
skills

Skills to Work with Others Effectively

evaluating
needs

Applying Principles of Influence

planning
your strategy

Understanding People's Needs and Priorities

obtain buy-ins
and support

Responding to Concerns and Clarifications

Make Every Engagement Counts!

Acquire the Skills and Techniques to Plan and Strategise Your Engagements with People to Achieve Results

PROGRAM



- IMPACT OF STAKEHOLDERS AND THEIR ROLES ON TASKS ACTIVITIES**
 - identifying key stakeholders in a task
 - understanding the roles of stakeholders
 - evaluating the impact of team members, management, and vendors

- BALANCING STAKEHOLDERS' NEEDS WITH TASK OBJECTIVES TO ACHIEVE POSITIVE OUTCOMES**
 - assessing stakeholders' needs, interests, and priorities
 - engaging stakeholders to achieve positive outcomes
 - using persuasive techniques and influencing skills
 - focusing on relationships and diplomacy

- ART OF OBTAINING BUY-IN AND SUPPORT**
 - helping stakeholders see the perspective
 - developing effective strategies to gather support
 - building rapport and showing empathy
 - communicating with tact and diplomacy

- RESPONDING TO STAKEHOLDERS' CONCERNS AND CLARIFICATIONS**
 - addressing concerns and issues
 - responding to objections
 - negotiating for win-win outcomes

- HANDLING DIFFICULT STAKEHOLDERS' BEHAVIORS**
 - handling uncooperative type
 - handling apathetic behaviors
 - understanding 'hidden agendas'
 - dealing with 'resistance'

- PERFORMING POST STAKEHOLDERS' ENGAGEMENT ACTIONS**
 - follow-up actions
 - gathering feedback
 - providing updates

METHODOLOGY

Presentations, Guided Discussions, Case Studies, Practice Exercises, and Group Discussions

COURSE ADMINISTRATIVE DETAILS

PREREQUISITES	<p>Education: minimum 'secondary' level</p> <p>Language: able to speak, and write in English at a proficiency level not lower than WPL Level 3 or equivalent</p>
WHO SHOULD ATTEND	<p>Staff working in marketing, sales, human resource, administration, customer service, technical support, call centre, service and sales support, operations, accounts, purchasing, and finance.</p> <p>Staff who need to provide administrative support and/or engage in tasks and projects for their departments.</p>
COURSE DURATION AND FEE	<p>Duration: 18 hours</p> <p>Course Fee (<i>before SSG Training Grant</i>): \$530</p> <p>Course Fee (<i>after SSG Training Grant</i>):</p> <p>MCE/SME: \$159</p> <p>Singaporean 40 years old and above: \$159</p> <p>Singaporean below 40 years/PR: \$265</p>
COURSE REFERENCE	TGS-2021002143
SSG VALIDITY	17 January 2023
SSG TRAINING GRANTS	SSG <i>terms and conditions</i> apply.
ABSENTEE PAYROLL	Available for company-sponsored participants
SKILLSFUTURE CREDIT	Participants who have SkillsFuture Credit Account can pay the net course fee from their SkillsFuture Credit Account.
CERTIFICATE	On successful completion of the course and meeting SSG's terms and conditions on attendance and assessments, participants will earn a WSQ Statement of Attainment .
VIRTUAL DELIVERY	Synchronous (Zoom)

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