

Course : Strategic management: mobilizing partners effectively

Practical course - 2d - 14h00 - Ref. SMP

Price : 1590 CHF E.T.



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This course will enable you to acquire methods, tools and reflexes to improve the mobilization of your internal and external partners. In particular, you'll discover how to implement the allies strategy, optimize your communication and develop your ability to persuade and influence.



Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Assess leadership, strategic position and influence
- ✓ Implementing the allies' strategy
- ✓ Give value and recognition to partners
- ✓ Transmit the right information at the right time
- ✓ Developing assertiveness and persuasiveness

Intended audience

Company directors and strategic managers who want to mobilize their internal and external partners more effectively.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Self-positioning tests, case studies, feedback and group discussions. Role-playing and role-playing scenarios.

Course schedule

PARTICIPANTS

Company directors and strategic managers who want to mobilize their internal and external partners more effectively.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Leadership, mobilization and influence strategy

- Distinguish between power, authority and influence.
- Understand influence strategies and the power matrix.
- Assess your leadership, strategic position and influence within your organization.

Hands-on work

Self-positioning tests, feedback and group discussions.

2 Implementing the allies' strategy

- Identify your allies: make a grid.
- Distinguish between allies, opponents and passives.
- Classification: creating a partner map.
- Understanding the socio-dynamics of partners.
- Mobilize allies, create a network of allies.

Hands-on work

Case studies and application of the allies' strategy to your own organization.

3 Mobilizing and involving partners

- Create a climate of trust for exchanges with partners.
- Enhancing the value of partners: transforming a hostile partner into a neutral one and a neutral one into an ally.
- Give signs of recognition.
- Practice active listening to better understand your partners
- Promote the organization's values and capitalize on the positive aspects of the partnership relationship.
- Think "sustainable strategy" and look to the future.

Hands-on work

Case studies and role-playing.

4 Communicate to mobilize

- Knowing the different communication processes and channels.
- Optimize upward communication: set up dashboards and reporting and alert tools.
- Improving downward communication: passing on the right information at the right time.

Role-playing

Role-playing and role-playing exercises to lead information meetings.

5 Develop your ability to influence

- Develop assertiveness and persuasiveness.
- Legitimize your function and role.
- Develop your non-hierarchical authority. Gain in authority and charisma.
- Show our difference, our uniqueness, our originality and our exemplarity.
- Express yourself positively.

Role-playing

Role-playing on a manager's charisma and legitimacy when dealing with partners.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 11 June, 24 Sep., 14 Dec.