



## Practical Skills to Gather Support and Buy-Ins

SSG-APPROVED COMPETENCY-BASED 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><b>Education:</b> minimum 'secondary' level</p> <p><b>Language:</b> 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><b>Duration:</b> 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><b>MCE/SME:</b> \$80</p> <p><b>Singaporean 40 years old and above:</b> \$80</p> <p><b>Singaporean below 40 years/PR:</b> \$224</p>
COURSE REFERENCE	TGS-2021002143
SSG VALIDITY	17 January 2023
SSG TRAINING GRANTS	<b>SSG</b> <i>terms and conditions</i> apply.
ABSENTEE PAYROLL	Available for company-sponsored participants
SKILLSFUTURE CREDIT	Participants who have SkillsFuture Credit Account can pay the <b>net course fee</b> from their SkillsFuture Credit Account.
CERTIFICATES	On successful completion of the course and meeting SSG's terms and conditions on attendance and assessments, participants will earn a <b>WSQ Statement of Attainment</b> .
VIRTUAL DELIVERY	Synchronous (Zoom)

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