

Title	Skill Element 1	Stakeholder Mapping
Intro	Why is this skill element important?	Leaders and managers often struggle to deliver against the core elements of their role if they're not delivering against the need of their stakeholders
	Learning outcomes	<ul style="list-style-type: none">Identify our stakeholders by their level of influence and interest in our workImplement appropriate communications strategies, based on stakeholder needs
	Content agenda	This session consists of three steps: 'Understanding what we mean by stakeholder', 'identifying my stakeholders' and 'mapping my stakeholders'.
Body	Understanding the challenge/issue	We often fall into the trap of trying to be all things to all stakeholders, when we do this we often dilute our efforts by paying too much attention to some and not enough to others.
	Insight	Some stakeholders are very interested in what we are trying to deliver, some less so. Other stakeholders have significant influence over what we are trying to deliver, some less so. It's the combination of these factors that we need to take into account.
	Experience	Mapping out key stakeholders to identify the best communications approach, based on their needs.
	Apply & reflect	What techniques do they need to get familiar using? What about their team?
Wrap	Next steps/transfer	Using the techniques to understand a variety of problems they face