



Soft Skills Top Tips

Managing Stakeholders

Introduction

It goes without saying that to manage stakeholders well, excellent communication skills - both verbal and written - and people management skills are required.

In order to manage stakeholders, firstly, they have to be effectively identified, then trust has to be built and resistance-to-change has to be challenged. Ongoing management of stakeholders requires strong leadership, active listening and conflict resolution.

Use these top tips to ensure you utilise the soft skills required to manage stakeholders effectively:

- ☐ Engage formally and informally with stakeholders
- ☐ Sell the proposition based upon fact and be confident
- ☐ Have all the facts and understand the overall business, not just the bit you're involved in
- ☐ Don't be parochial with actions
- ☐ Make people sit up and listen
- ☐ Distribute the data and get the word out
- ☐ Don't be a submissive wallflower
- ☐ Use e-mail and social media to communicate but talk too
- ☐ Be brave and bold in your messaging
- ☐ Have the courage to commit and make bold statements but get your facts right before doing so; if you believe it yourself you will be more compelling
- ☐ Stakeholders need some hand-holding occasionally so be prepared to lead them by the hand if necessary
- ☐ Broadcast your successes with confidence not arrogance
- ☐ Involve stakeholders in specific activities perhaps in supplier meetings; let them experience the buzz first hand.

CIPS acknowledges the contribution from Richard Masser (FCIPS)