



Harley House  
Consultants Inc.

# Managing Stakeholder Relationships (HH-10)

## ***Making Communicators Better Managers – Making Managers Better Communicators***

### **Introduction**

This three-session virtual course (or one-day classroom delivery) examines in detail the six key relationships that every organization should focus on. Participants will be introduced to strategies to identify, assess, and maintain relationships with key stakeholder groups and formulate plans to effectively engage with key stakeholders.

### **Schedule**

**Day 1**  
(2 hours)

Introductions & Individual Objectives  
 Session I - Introduction to Relationship Centered Model  
 Session II - The 6 Relationships

- Client Relations
- Media Relations
- Investor Relations
- Employee Relations
- Community Relations
- Government Relations

#### ***Breakout Group Assignment***

**Day 2**  
(2 hours)

Session III - Preparing Relationship Strategies

- Communication Management Process
- Engagement Continuum Process
- Relationship Logic Model
- Selected Relationship Management Tools

Session IV - Relationship Management Roles and Responsibilities

#### ***Breakout Group Assignment***

**Day 3**  
(1 hour)

Session V - Case Study Presentations  
 Session VI - Review & Wrap-up

### **Overview**

The focus of this course is on assessing, building, and rehabilitating the key relationships that impact every organization. This course:

- Introduces participants to the Relationship Centered Model concept and how it is relevant to federal government departments and agencies.
- Examines in detail the six key relationships that every department/agency should focus on.
- Identifies optimal, satisfactory, and unhealthy relationship management practices.
- Reviews how to develop a Relationship Strategy to build, maintain and rehabilitate key relationships.
- Explores the roles and responsibilities for managing relationships in the federal government.

### **Who Will Benefit?**

Government managers involved in policy, communications, and program delivery who engage with internal and external stakeholders.

### **How Will You Benefit?**

Participants will leave the session with an understanding of why, when, and how to manage these key relationships in order to improve the effectiveness of their organizations.

Participants will also receive a copy of "*The 6 Relationships of Highly Effective Organizations*"

### **Fees:**

Remote Learning – Video Conferencing: \$3,000 per Department/Agency - max 12 participants (includes printed participants manual)  
 In classroom: \$500.00 per participant (Fee includes: Manual, Lunch, Breaks)

### **Schedule:**

<b>Venue:</b>	<b>Date:</b>	<b>Location:</b>
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

### **For More Information / To Register:**

For more information, or to register, please contact Dale Harley at 613-882-5684 or at [dale@harleyhouse.com](mailto:dale@harleyhouse.com)  
 For more information about other Communications Training sessions visit our web site at [www.harleyhouse.com](http://www.harleyhouse.com)