



London TDM

Management and Leadership

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 19 April 2026 To 23 April 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

The "Winning Through Strategic Influence and Alliances" course is designed to equip professionals with the necessary skills to effectively build and leverage strategic alliances and influence within and outside their organizations. Over five days, participants will explore various strategies, tools, and frameworks that can amplify their influence, enhance collaboration, and drive successful outcomes in their business ventures.

Objectives

- Understand the fundamentals of strategic influence and the role of alliances.
- Identify and develop key relationships to support organizational goals.
- Learn techniques for effective communication and negotiation to foster alliances.
- Develop skills to manage and sustain long-term strategic partnerships.
- Assess and adapt strategies to dynamic business environments for sustained influence.

Course Outlines

Day 1: Understanding Strategic Influence

- Introduction to strategic influence and its business impact.
- Exploring the psychology of influence and persuasion.
- Identifying personal and organizational influence styles.
- The role of credibility and trust in establishing influence.
- Case studies of successful influence and alliance strategies.

Day 2: Building Effective Alliances

- Identifying potential partners and stakeholders.
- Mapping stakeholder interests and influence networks.
- Creating win-win partnerships through shared goals.
- Utilizing technology and social platforms for networking.
- Workshops on real-world alliance-building scenarios.

Day 3: Communication and Negotiation Techniques

- Developing compelling communication strategies.
- Active listening and empathy in negotiations.
- Overcoming barriers to effective communication.
- Negotiation tactics for sustaining alliances.
- Role-play exercises on negotiation and conflict resolution.

Day 4: Managing and Sustaining Alliances

- Strategies for formalizing and documenting alliances.
- Monitoring and evaluating alliance effectiveness.
- Adjusting strategies in evolving partnership environments.
- Handling conflicts and dissolving alliances ethically.
- Real-world applications: managing cross-sector alliances.

Day 5: Strategic Adaptation and Influence in Dynamic Environments

- Recognizing and adapting to changes in business environments.
- Leveraging influence to navigate industry shifts.
- Innovating alliance strategies in global markets.
- Case studies and predictive exercises on future trends.
- Course wrap-up and creating personal action plans.