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Stakeholder Engagement and Management

Stakeholder Engagement and Management

- The Bid or Proposal Manager must lead the stakeholder community, a unique audience that's often separate from the team and to whom delegation is rarely appropriate.



Stakeholder Engagement and Management

- The Bid or Proposal Manager will need to have conflict management skills.



Stakeholder Engagement and Management

- The Bid or Proposal Manager must understand the stakeholders to be able to encode messages correctly and use appropriate channels to maximize the effectiveness of any communication.



Influence Behaviors and Activities

- Influence behaviors and activities that support the team's objectives since direct authority is not possible.



Montana and Charnov's Seven Forms of Power

- Montana and Charnov outlined seven forms of power involved in leadership and influencing in an organizational setting:
 1. Legitimate power
 2. Reward power
 3. Coercive power
 4. Expert power
 5. Charisma power
 6. Referent power
 7. Information power



Cialdini's Six Principles of Influence

- Cialdini's principles of influence are as follows:
 - Reciprocity
 - Commitment
 - Social proof
 - Liking
 - Authority
 - Scarcity



Cohen and Bradford's Influence Model

- The model has six steps that can help the influence key stakeholders.
 1. Assume all parties as potential allies
 2. Clarify your goals and objectives
 3. Diagnose the world of the other person
 4. Identify relevant currencies, theirs and yours
 5. Dealing with relationships
 6. Influence through give and take



Use Negotiation

- **Negotiation is a collective term for various mechanisms that seek to resolve differences between individuals, groups, or companies. Its goals are to:**
 - **Find solutions to issues involving two or more parties**
 - **Develop beneficial relationships between two or more parties**



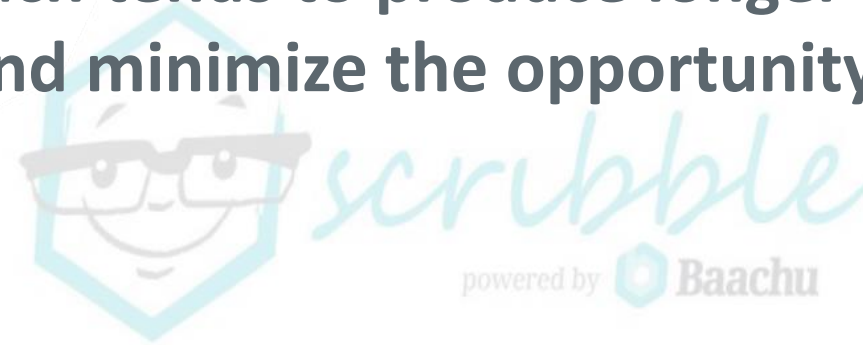
Competitive Negotiation

- **Competitive negotiation is about getting the best deal for one party, regardless of the needs and interests of the other. This can easily become a battle where the winner takes all.**



Collaborative Negotiation

- Collaborative negotiation seeks to create a scenario in which all parties involved get part or all of what they want.
- This approach tends to produce longer-term solutions and minimize the opportunity for future conflict.



Negotiation Procedure

- Negotiation usually follows the same six-step procedure.
 - Plan
 - Discuss
 - Propose
 - Bargain
 - Agree
 - Implement



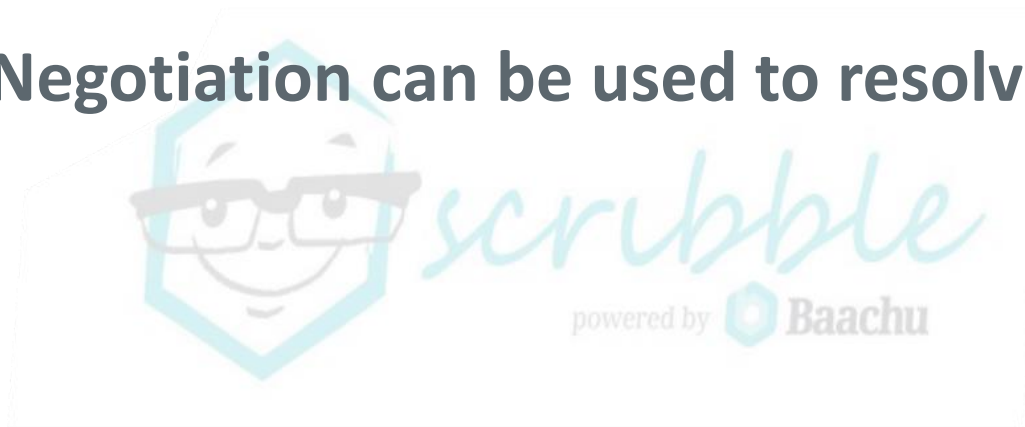
In a nutshell

The Bid or Proposal Manager must lead the stakeholder community and influence behaviors and activities that support the team's objectives.

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Negotiation can be used to resolve differences.





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