

Managing Stakeholder Relationships

Unit Introduction





Unit Introduction

The key elements of
the unit



Welcome to the Unit

Welcome to Unit 509: Managing Stakeholder Relationships.

Here we will introduce you to the key elements of the unit and provide an insight into how to get the most from your studies.

Let's start with a tour of the content covered in this unit.



The Unit Content

Over the next four lessons, we'll explore the types and purposes of stakeholder relationships, and the skills required to develop them to their full potential.

In the first lesson, we'll identify different types of stakeholders, and explain why it's important for organisations to build relationships with them. We'll also explore how stakeholder influence varies, and learn about some of the challenges organisations face when working with these groups.

In lesson two, we'll consider how to engage stakeholders to develop and sustain relationships with them. We'll also examine the ways in which managers can create a plan to begin the engagement process.



The Unit Content (cont.)

The third lesson looks more deeply at the forms that engaging stakeholders may take in practice. We'll focus on how managers can use collaborative techniques to build relationships, and manage conflict when it arises.

Finally, in lesson four, we'll learn about how organisations analyse the impact of stakeholder engagement on performance. We'll start by examining the different effects, before seeing how these can be monitored and measured.



The Importance of this Unit

Understanding how to build and maintain relationships with stakeholders is a key responsibility for a senior manager.

Whether you're an experienced leader or newer to management, this unit will help you to develop mastery in this area, and serve you well as you progress in your role.



The Structure of the Unit

Each unit is split up into lessons, which are in turn divided into four sections:

- Learn
- Test
- Apply
- Insights

The Learn section is built around short video lectures, which introduce you to the learning content covered in the unit. In some lessons, you'll also find written materials that expand on the concepts in more detail.

The Test section includes a set of self-check questions that ensure you have grasped the content of the lesson.



The Structure of the Unit (cont.)

The Apply section is made up of practical exercises, which aim to assess your knowledge in more depth. You'll find them helpful as you prepare for any end-of-unit assignments, and they'll build a record of your learning as you progress. If you're studying for the Operations Manager apprenticeship, this work can also be used as evidence of the relevant knowledge criteria.

The Insights section provides carefully selected concepts, reading material and other resources to enrich your learning, and broaden your knowledge of the topics covered in each lesson. You can use this section to stretch and challenge yourself, and gain a deeper understanding of the subject matter.



Assignment

Once you reach the end of the lessons for this unit, you may be required to submit a written assignment. This will be based on the assessment criteria set out within the unit.

To help you prepare, your tutor will provide you with an assessment brief. This will contain further instructions, as well as the tasks you must complete.

As you go through each of the topics covered in the assessment criteria, you can begin to plan how you will approach the assignment. Doing this may help to ease any pressure you feel as the deadline gets closer.

There is a designated portal where you can upload your assignment. Here, you will also find useful guides on assignment preparation and referencing. Your tutor will explain how you can submit draft work for feedback in advance of the final deadline.



Study Tips

Before you get started, here are a few tips to help you get the most out of your studies:

Set aside enough time to complete your tasks every week. You'll find it helpful to keep track of the unit calendar, so you don't fall behind.

We recommend that you attempt all the questions and activities in each of the sections. We provide 'correct' and 'incorrect' feedback and model answers to support your understanding.

Physically write notes when studying either online or in the classroom. Research consistently shows that even just the process of writing detailed notes helps greatly with learning. We have provided you with a Study Notepad and pen in your Welcome Pack.

Once again, welcome to Unit 509. We hope you enjoy your studies.



Recap

In this unit introduction, you have learned about:

- The key elements of the unit