

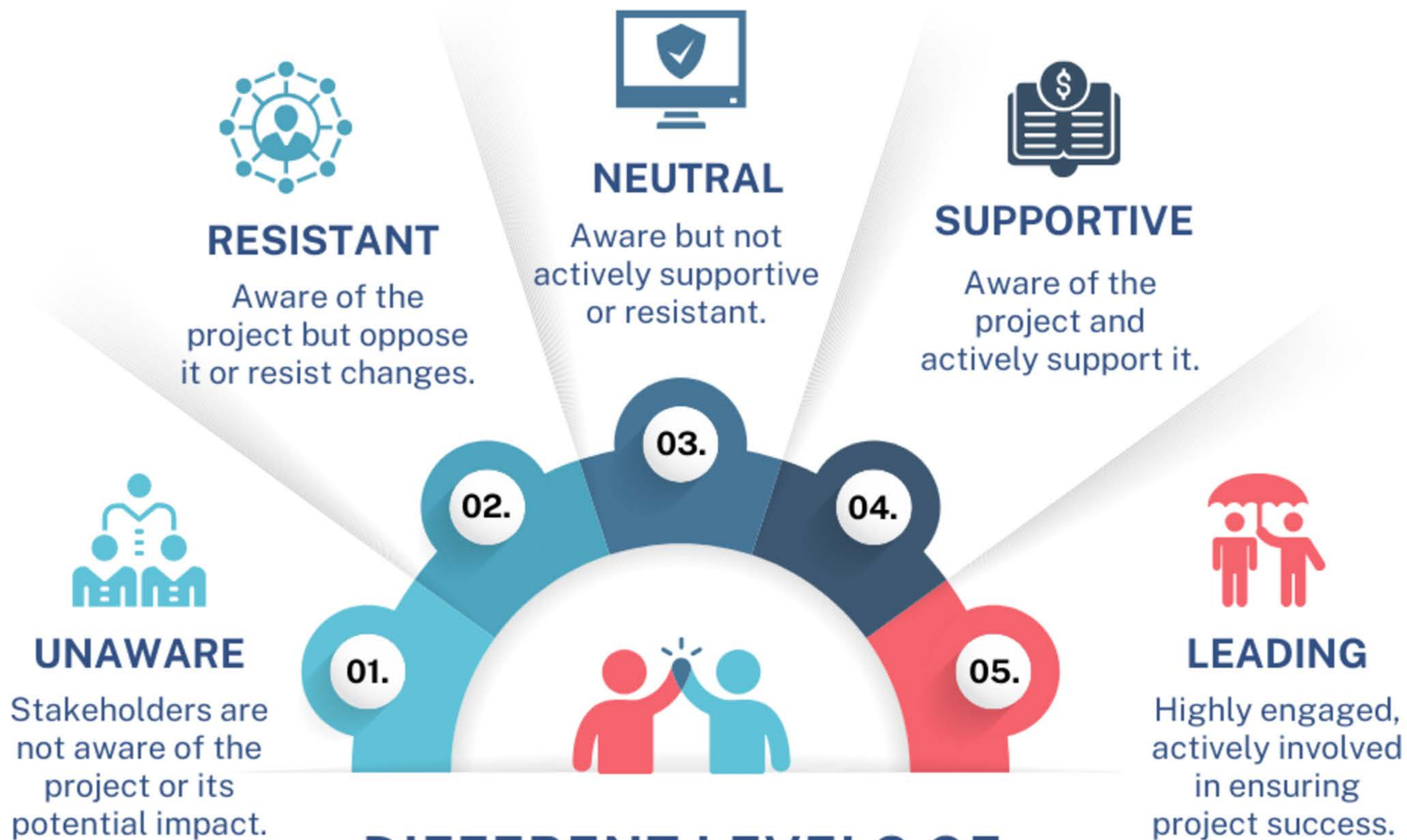


21ST CENTURY
LEADERSHIP
INSTITUTE

**ENGAGING
STAKEHOLDERS IN THE
LEGISLATIVE PROCESS**



HOW DO YOU DEFINE STAKEHOLDER?



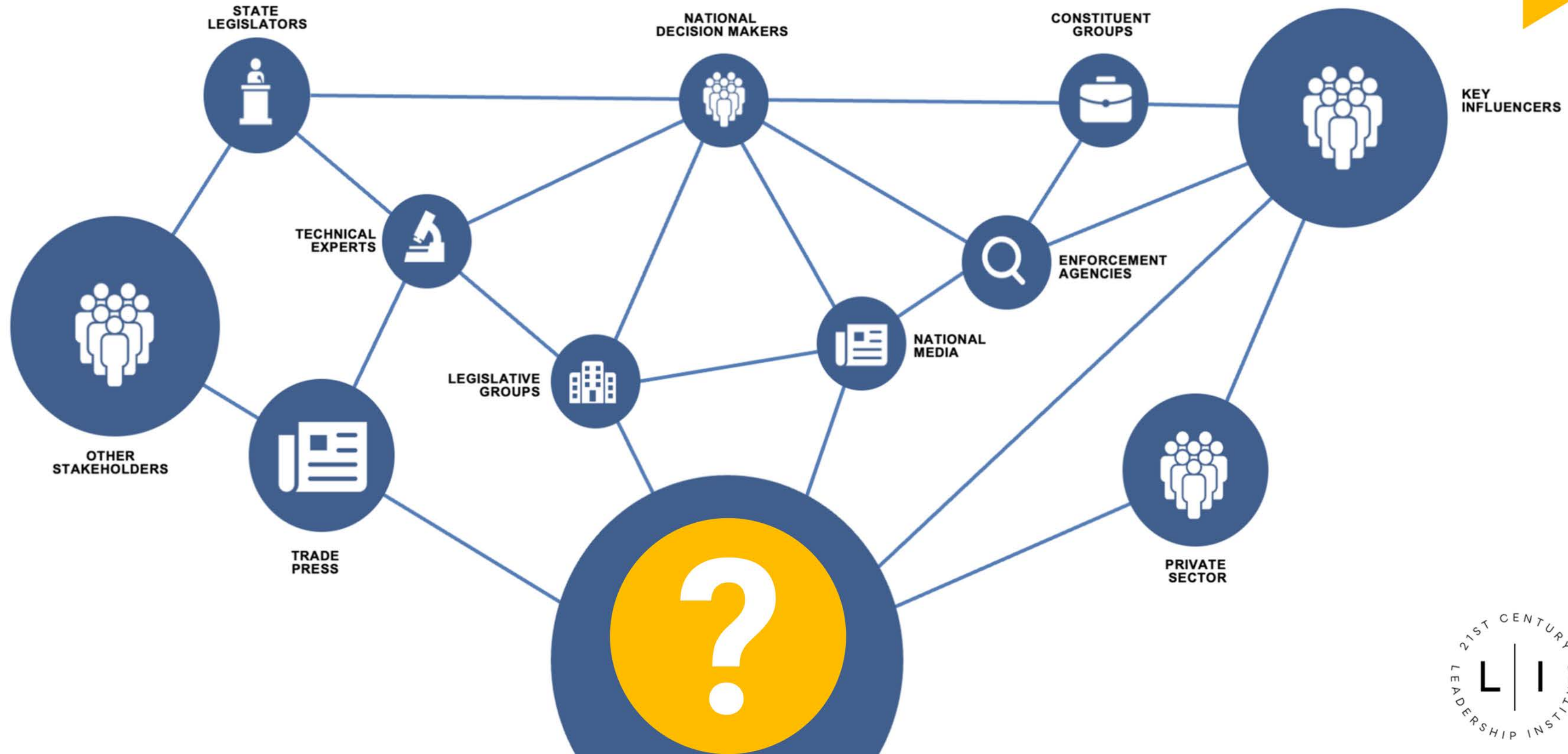
DIFFERENT LEVELS OF STAKEHOLDERS

Stakeholder Management: Network of Influence

Key trends in today's environment have disrupted traditional top-down hierarchies. Success in this "network era" demands that your organization master these networks, inspiring and engaging in a campaign influencing a spectrum of audiences, rather than traditional coalition and stakeholder approaches.



Stakeholder Management: Network of Influence



CASE STUDY

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