
Overview

This unit is about communication with stakeholders both internal and external to your organisation. It is about using your communication skills to influence people in their choices and their decision making to help you and your organisation to achieve your collective objectives. You will need to recognise the importance of building and maintaining relationships with key individuals and groups.

See also MP31 Communicate effectively in a music publishing organisation

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Communicate with and influence stakeholders

Performance criteria

You must be able to:

- P1 identify your key stakeholders, both internal and external, to your organisation
- P2 identify potential partners
- P3 establish and maintain effective working relationships with stakeholders that can contribute to achieving your objectives
- P4 communicate with stakeholders using appropriate language to Influence attitudes and decisions
- P5 identify ways in which you can best meet your stakeholders' needs whilst meeting your own

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Knowledge and understanding

You need to know and understand:

- K1 the profile of stakeholders and their relative influence as individuals or groups
- K2 your objectives in building relationships with individuals and groups
- K3 the politics and culture of your organisation, and the sector in which it operates.
- K4 the objectives and priorities of your key stakeholders
- K5 the needs and expectations of your key stakeholders.
- K6 the perceptions of stakeholders in your organisation
- K7 how you and your organisation can meet your stakeholders' needs
- K8 how to communicate with different types of stakeholders.

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Developed by	Creative and Cultural Skills
Version number	1
Date approved	December 2010
Indicative review date	
Validity	Current
Status	Original
Originating organisation	Creative and Cultural Skills
Original URN	MP44
Relevant occupations	Arts, Media and Publishing; Associate Professionals and Technical Occupations; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; Artistic and Literary Occupations; Communications; General; Secretarial and Related Occupations; Elementary Administration Occupations
Suite	Music Business (Publishing)
Key words	communication, stakeholders, music business, music publishing