# Relationship management RLMT

Influencing stakeholder attitudes, decisions, and actions for mutual benefit.

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| **Guidance notes** |
| Activities may include - but are not limited to...* identifying and analysing and stakeholders
* agreeing mutually beneficial outcomes.
* managing, monitoring and improving stakeholder relationships
* determining the relationship management approach to be taken - including roles and responsibilities, governance, policies, processes, and tools, and support mechanisms.
* getting commitment to action through consultation and consideration of impacts.
* combining formal and informal communication channels in order to achieve the desired result
* operational management of stakeholder relationships and communications

The focus of this skill is a systematic and planned approach. This skill is not intended for general communication and developing productive working relationships. Those factors are described in SFIA's generic attributes and levels of responsibility. |

## Relationship management: Level 7

Determines the strategic approach to understanding stakeholder objectives and requirements. Works with all interested parties to establish effective relationships between stakeholders. Establishes and promotes the overall vision for how stakeholder objectives are met and determines organisational roles and alignment. Actively manages relationships with the most senior stakeholders, and is the ultimate escalation point for issue resolution.

## Relationship management: Level 6

Leads the development of comprehensive stakeholder management strategies and plans. Builds long-term, strategic relationships with senior stakeholders (internal and external). Facilitates the engagement of stakeholders in support of the delivery of services and change projects. Acts as a single point of contact for senior stakeholders, facilitating relationships between them. Negotiates to ensure that stakeholders understand and agree what will meet their needs, and that appropriate agreements are defined. Oversees monitoring of relationships including lessons learned and appropriate feedback. Leads actions to improve relations and open communications with and between stakeholders.

## Relationship management: Level 5

Identifies the communications and relationship needs of stakeholder groups. Translates communications/stakeholder engagement strategies into specific activities and deliverables. Facilitates open communication and discussion between stakeholders. Acts as a single point of contact by developing, maintaining and working to stakeholder engagement strategies and plans. Provides informed feedback to assess and promote understanding. Facilitates business decision-making processes. Captures and disseminates technical and business information.

## Relationship management: Level 4

Deals with problems and issues, managing resolutions, corrective actions, lessons learned and the collection and dissemination of relevant information. Implements stakeholder engagement/communications plan. Collects and uses feedback from customers and stakeholders to help measure effectiveness of stakeholder management. Helps develop and enhance customer and stakeholder relationships.