



PB INSTITUTE OF RESEARCH AND TECHNOLOGY

P.O Box 21457-00100

Nairobi - Kenya

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Strategic Financial Negotiation: Winning Support for Budgets and Business Priorities

Duration: 5 days

On-Site

01 Who Should Attend

- Management accountants
- Departmental budget holders
- Project and programme managers
- Procurement professionals
- Strategy and planning professionals
- Business development managers
- Operations managers
- Senior executives and managers
- Professionals who regularly negotiate budgets, funding, resources, or financial priorities

02 About the Course

Strategic Influence: Budget Negotiation and Stakeholder Management is a practical professional training course designed to equip finance, budgeting, FP&A, procurement, project, and management professionals with the communication, negotiation, influencing, and stakeholder-management skills required to achieve better financial outcomes.

The course focuses on navigating competing priorities, negotiating budget allocations, managing difficult financial conversations, building stakeholder alignment, resolving resource conflicts, and communicating financial information persuasively. Participants will learn how to prepare for budget negotiations, understand stakeholder interests, use data and evidence to strengthen their position, manage resistance, and build sustainable agreements that support organizational strategy.



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03 Workshop Objectives

- Develop a strategic framework for effective budget negotiation.
- Master stakeholder analysis and influence mapping.
- Construct and present a compelling, data-driven business case.
- Utilize advanced communication techniques to secure buy-in.
- Anticipate and address common objections and resistance.
- Build consensus and navigate competing priorities among stakeholders

04 Module Topics

Module 1: Foundations of Budget Negotiation

- The psychology of negotiation in a business context.
- Understanding the difference between positional and interest-based negotiation.
- Identifying your key objectives and non-negotiables.
- The budget as a strategic and political document.
- Preparing a comprehensive negotiation brief.

Module 2: Stakeholder Analysis and Mapping

- Techniques for identifying all key stakeholders.
- Creating a stakeholder influence map.
- Understanding stakeholder motivations, goals, and communication styles.
- Developing a tailored engagement strategy for each stakeholder.
- Proactively managing potential conflicts and competing interests.

Module 3: Building a Powerful Business Case

- Using data and metrics to support your financial requests.
- Projecting return on investment and other key benefits.
- Developing a concise and persuasive executive summary.
- Anticipating questions and preparing robust answers.



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Module 4: Advanced Communication Skills

- The art of active listening and empathetic communication.
- Asking powerful questions to uncover hidden interests.
- Mastering non-verbal cues and body language.
- Techniques for framing your request for maximum impact.
- Communicating complex financial information clearly and concisely.

Module 5: Managing Difficult Conversations

- Identifying and de-escalating emotionally charged situations.
- Strategies for dealing with confrontational or uncooperative stakeholders.
- Responding to objections and pushback effectively.
- Maintaining composure and a professional demeanor under pressure.
- Knowing when to hold firm and when to compromise.

Module 6: Data-Driven Storytelling

- Presenting your budget requests as a story of value creation.
- Using visuals and dashboards to make financial data compelling.
- Tailoring your presentation to different audiences.
- Highlighting the risks of not approving the budget.
- Using success stories and case studies to build credibility.

Module 7: Collaborative Budgeting and Cross-Functional Alignment

- Techniques for fostering a collaborative budgeting environment.
- Mediating disputes between departments.
- Finding common ground and shared goals across functions.
- Building a consensus that benefits the entire organization.
- The role of a budget owner as a bridge builder.

Module 8: Budget Defense and Approval



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- ▶ Presenting to senior leadership and finance committees.
- ▶ The formal process of budget submission and review.
- ▶ Handling last-minute changes and budget cuts.
- ▶ Securing final approval and moving forward.
- ▶ Understanding the formal and informal approval chains.

Module 9: Post-Negotiation and Feedback

- ▶ Formalizing the negotiated budget and communicating the outcome.
- ▶ Following up with stakeholders to maintain positive relationships.
- ▶ Tracking budget-to-actuals and reporting on performance.
- ▶ Gathering feedback on the negotiation process for future cycles.
- ▶ Celebrating successes and recognizing contributions.