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COURSE BROCHURE

Advanced Influencing Skills in Matrix Organisations Training Course

25 April – 6 May 2027
Manama

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Registered in the United Kingdom and Saudi Arabia

Advanced Influencing Skills in Matrix Organisations Training Course

Ref: 1074_40454 **Date:** 25 April – 6 May 2027 **Location:** Manama **Fees:** 8000 GBP

Influencing Skills in Matrix Organisations is a 2-week training course for project leads and specialists who must secure decisions, resources and cooperation from people they do not manage, and each participant leaves with a Cross-Boundary Influence Campaign for a live initiative. Matrix structures, shared services and dual reporting lines now spread authority thin, so progress depends on persuasion rather than position. The course is offered by Jupiter Prime Training.

Why Influencing Skills in Matrix Organisations Matters Now

Three pressures shape lateral influence today. Organisations run more work through temporary project structures where the lead owns the outcome but not the people. Functional heads compete for the same scarce specialists and budget lines. Remote and hybrid collaboration removes the corridor conversations that once built goodwill. Leads who read the political map, frame proposals around each party's priorities and build coalitions early see initiatives adopted. Those who rely on escalation burn credibility and stall. The course draws on stakeholder power-interest mapping, principled negotiation, reciprocity and the social exchange view of influence, applied to real cases rather than recited as theory.

Who Gains Most from Influencing Skills in Matrix Organisations

- Leads accountable for project outcomes who borrow team members from other functions
- Technical specialists whose recommendations need sign-off from senior decision makers
- Coordinators of cross-functional initiatives such as system rollouts or process redesigns
- Internal advisers in finance, risk or engineering who shape choices they cannot mandate
- Partnership and account leads aligning several business units behind one client or contract

Groups of leads from the same matrix, such as a project office or a centre of expertise, gain most when they attend together and map shared sponsors.

Influencing Skills in Matrix Organisations Capabilities

Participants practise moving from asking for help to engineering agreement across reporting lines they do not control.

- Map formal and informal power, interests and alliances around an initiative — sponsors choosing where to intervene
- Frame proposals in the language of each function's targets and risks — budget holders weighing trade-offs
- Build reciprocity ledgers and trade currencies of value with peers — functional heads releasing resources
- Assemble coalitions and sequence conversations before formal decision forums — steering committees
- Negotiate priorities and resource conflicts using interests rather than positions — dual-reporting managers
- Diagnose resistance and design responses that preserve working relationships — long-term delivery partners

Key Influencing Skills in Matrix Organisations Terms

- Matrix Organisation — a structure where staff report to both a functional head and a project or product lead at once.
- Power-Interest Grid — a map placing each stakeholder by influence over a decision and stake in its outcome.
- Currencies of Exchange — the things peers value, such as visibility, information, help or recognition, traded to earn cooperation.
- Framing — presenting the same proposal through the priorities, losses or gains that matter most to a given audience.
- BATNA — best alternative to a negotiated agreement, the fallback that sets how far a party will concede.
- Guiding Coalition — a small group of credible allies who back an idea before it reaches a formal decision forum.

Influencing Skills in Matrix Organisations Day by Day

Day 1: The Politics of Shared Authority

- Matrix Reporting Lines and Decision Rights — Locating Who Really Decides
- Formal Versus Informal Influence Networks — Spotting Hidden Gatekeepers
- Sources of Personal Power — Building Credibility Without Title
- Influence Style Self-Assessment — Recognising Default Habits Under Pressure
- Initiative Selection for Practice — Choosing a Live Cross-Boundary Case

Day 2: Stakeholder Mapping

- Power-Interest Grid Construction — Prioritising Engagement Effort
- Influence Network Diagrams — Tracing Who Listens to Whom
- Stakeholder Motivation Profiles — Linking Interests to Function Targets
- Sponsor Identification — Securing Senior Air Cover Early
- Engagement Sequencing Charts — Ordering Conversations Before Decisions

Day 3: Reciprocity and Exchange

- Currencies of Exchange Inventory — Matching Offers to Peer Needs
- Reciprocity Ledgers — Tracking Favours Given and Owed
- Information as Influence — Sharing Insight to Earn Access
- Recognition and Visibility Offers — Rewarding Contributors Across Functions
- Trust Repair After Broken Commitments — Restoring Working Credit

Day 4: Framing and Message Design

- Audience Priority Analysis — Translating Proposals Into Function Language
- Gain and Loss Framing — Choosing the Emphasis for Each Listener
- Evidence Packaging for Specialists — Balancing Data and Narrative
- One-Page Decision Briefs — Getting Busy Executives to Yes
- Question-Led Persuasion — Letting Stakeholders Reach the Conclusion

Day 5: Persuasion in Conversation

- Active Listening for Hidden Objections — Surfacing Unspoken Concerns
- Consistency and Commitment Requests — Securing Small Public Agreements
- Social Proof From Peer Units — Showing Others Already on Board
- Assertive Requests Without Authority — Asking Clearly and Respectfully
- Virtual Influence Techniques — Persuading Across Screens and Time Zones

Day 6: Coalition Building

- Guiding Coalition Design — Recruiting Credible Early Backers
- Pre-Meeting Alignment Conversations — Avoiding Surprises in Forums
- Champion Networks in Business Units — Extending Reach Beyond the Lead
- Alliance Maintenance Routines — Keeping Supporters Informed and Engaged
- Coalition Risk Review — Handling Allies Who Change Sides

Day 7: Negotiating Across Functions

- Interests Versus Positions — Reframing Resource Disputes
- BATNA Assessment — Knowing When to Walk Away or Escalate
- Multi-Party Trade-Off Matrices — Packaging Concessions Across Units
- Priority Conflicts Between Dual Bosses — Brokering Shared Agreements
- Agreement Records and Follow-Through — Turning Verbal Yes Into Action

Day 8: Handling Resistance

- Resistance Diagnosis Models — Separating Technical, Political and Personal Objections
- Responding to Passive Non-Cooperation — Making Commitments Visible
- Difficult Conversations With Senior Peers — Holding Ground Without Escalation
- Constructive Escalation Paths — Raising Issues Without Damaging Relationships
- Saving Face for Opponents — Offering Dignified Routes to Agreement

Day 9: Influence in Sector Settings

- Engineering and Capital Project Cases — Aligning Contractors and Operations
- Healthcare and Public Service Cases — Gaining Clinician and Administrator Support
- Digital Transformation Rollouts — Winning Business Owners for New Systems
- Ethical Boundaries of Influence — Distinguishing Persuasion From Manipulation
- Influence Measurement Signals — Tracking Adoption and Stakeholder Movement

Day 10: Practising the Cross-Boundary Influence Campaign

- Stakeholder Map Refresh — Applying Mapping and Sponsor Work From Days 1 and 2
- Message and Exchange Plan — Applying Reciprocity and Framing From Days 3 and 4
- Coalition and Negotiation Rehearsal — Applying Methods From Days 6 and 7
- Peer Challenge Panel — Testing Responses to Likely Resistance
- Cross-Boundary Influence Campaign — Presenting the Sequenced Action Plan

Applying Influencing Skills in Matrix Organisations After the Course

- Refresh the power-interest grid for one live initiative and hold three pre-meeting alignment conversations before its next decision forum.
- Start a reciprocity ledger with five key peers and agree one concrete exchange with each of them.

Influencing Skills in Matrix Organisations Questions FAQ

What are influencing skills in matrix organisations and why do they matter now?

They are the methods for gaining agreement and resources from people outside your reporting line. With project structures, shared services and hybrid work spreading authority thin, initiatives now succeed or stall on how well leads persuade peers and sponsors.

Which roles gain most from influencing skills in matrix organisations?

Project leads, technical specialists, cross-functional coordinators, internal advisers and partnership leads gain most. Anyone who owns an outcome but depends on staff, budgets or decisions controlled by other functions will apply the mapping, framing and negotiation methods straight away.

How does influencing skills in matrix organisations differ from an executive presence course?

Executive presence courses focus on personal impact, voice and gravitas in senior settings. This course works on the mechanics of lateral influence, covering stakeholder mapping, exchange of value, coalition building, cross-functional negotiation and resistance handling where the lead holds no formal authority.

What will I bring back from influencing skills in matrix organisations?

You bring back a Cross-Boundary Influence Campaign for a real initiative, with a stakeholder map, framed messages for each party, an exchange plan, a coalition sequence and prepared responses to the objections you expect.

Influencing Skills in Matrix Organisations: The Way Forward

The Cross-Boundary Influence Campaign first informs who to speak to before the next decision forum and in what order. Project leads use it with sponsors and peers to keep support visible as priorities shift. After its first use, revisit which currencies of exchange actually moved people, because lasting influence rests on reciprocity rather than one persuasive meeting.