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COURSE BROCHURE

Political Savvy and Coalition Building Training Course

12 – 16 July 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

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Political Savvy and Coalition Building is a 1-week training course for managers, specialists and project leads who need to move proposals through organisations where formal authority is not enough, and it produces an influence campaign plan for one live initiative. Decisions now cross functions, partners and leadership layers, so ideas win when they carry visible backing. Jupiter Prime Training delivers this course on political savvy and coalition building.

Why Political Savvy and Coalition Building Matters Now

Flatter structures, cross-functional portfolios and shared budgets mean that few proposals succeed on merit alone; they succeed when the right sponsors, peers and gatekeepers have already lent their weight. Hybrid working means relationships must be cultivated deliberately. Organisations whose people read alliances well secure funding sooner and avoid stalled initiatives, while those that ignore them see sound ideas quietly blocked. The course draws on established research into social influence, reciprocity and network analysis.

Who Gains Most from Political Savvy and Coalition Building

- Specialists responsible for securing approval for proposals outside their own reporting line
- Project and change leads accountable for winning sponsorship and resources across departments
- Managers responsible for representing their function in budget and priority discussions
- Advisers and analysts expected to shape senior agendas through recommendations
- Partnership and liaison officers who maintain relationships with external allies and suppliers

Groups gain most when several members of one cross-functional leadership cohort attend together and agree a shared view of their sponsors and allies.

Political Savvy and Coalition Building Capabilities

Participants learn to read where backing sits, to earn credibility that others will lend, and to turn scattered supporters into an organised alliance behind an initiative.

- Map formal and informal networks around an initiative — sponsors deciding where to lend support
- Build reputation capital through visible delivery and reliability — peers weighing whom to back
- Apply persuasion tactics matched to each audience — executives choosing between competing proposals
- Design coalitions that combine allies, neutrals and converts — portfolio boards allocating resources
- Secure and brief a senior sponsor — leaders deciding whether to champion an idea

- Assess the ethics of each influence move — colleagues judging trust and fairness

Key Political Savvy and Coalition Building Terms

- Political savvy — the ability to read relationships, interests and timing in an organisation and act on them openly and ethically.
- Reputation capital — the credibility a person has built through delivery and reliability, which others draw on when deciding whom to support.
- Coalition — a temporary alliance of people with overlapping interests who agree to back a shared proposal.
- Sponsor — a senior person who lends authority, visibility and resources to an initiative and defends it in decision forums.
- Agenda setting — shaping which issues reach decision makers, in what order and with what framing.
- Reciprocity — the expectation that help, information or support given now will be returned later.

Political Savvy and Coalition Building Day by Day

Day 1: Reading the Landscape of Influence

- Network Mapping of Formal and Informal Ties — Where Real Backing Sits
- Interest and Motive Profiling — What Each Party Wants From the Outcome
- Decision Forum Analysis — Which Meetings Actually Settle Priorities
- Gatekeeper Identification — Who Controls Access to Senior Attention
- Influence Baseline Self-Audit — Current Reach Across the Organisation

Day 2: Building Reputation and Network Capital

- Credibility Ledger of Delivered Commitments — How Peers Judge Reliability
- Visibility Planning for Quiet Achievements — Who Notices Valuable Results
- Bridge Ties Across Departments — Reaching Beyond the Home Function
- Reciprocity Exchanges and Favour Banking — Sustaining Mutual Support
- Hybrid Relationship Routines — Keeping Remote Allies Engaged

Day 3: Persuasion Tactics and Framing

- Audience-Specific Framing of Proposals — Matching Messages to Priorities
- Evidence and Story Pairing — Convincing Analytical and Intuitive Listeners
- Pre-Meeting Soundings — Testing Objections Before Formal Decisions
- Timing and Sequencing of Asks — When to Raise a Proposal
- Handling Opposition and Rival Proposals — Converting or Neutralising Resistance

Day 4: Coalitions, Sponsors and Agendas

- Coalition Design Matrix — Combining Allies, Neutrals and Converts
- Sponsor Selection and Briefing — Securing a Senior Champion
- Agenda Setting in Leadership Forums — Shaping What Reaches Decision Makers
- Trade and Concession Planning — What Each Partner Gains
- Ethical Influence Checklist — Separating Advocacy From Manipulation

Day 5: Practising the Influence Campaign Plan

- Live Initiative Network Map — Applying Day One Profiling
- Reputation and Visibility Actions — Applying Day Two Routines
- Persuasion Rehearsal With Peer Feedback — Applying Day Three Framing
- Coalition and Sponsor Roadmap — Applying Day Four Design
- Influence Campaign Plan — Sequenced Actions for One Initiative

Applying Political Savvy and Coalition Building After the Course

- Run a network mapping session with two colleagues to confirm sponsors and gatekeepers for a pending proposal.
- Hold three pre-meeting soundings with key allies before the next leadership forum where the initiative is discussed.

Political Savvy and Coalition Building Questions FAQ

What is political savvy and coalition building, and why does it matter now?

It is the skill of reading interests and relationships and organising allies behind a proposal. It matters now because decisions cross functions and partners, so ideas succeed when sponsors and peers have already agreed to support them.

Which roles gain most from political savvy and coalition building?

Specialists, project leads and managers who must win support beyond their reporting line gain most. It suits you if you compete for shared budgets or rely on partners you do not manage.

How does political savvy and coalition building differ from a negotiation course?

It focuses on preparing support long before any formal bargaining. A negotiation course centres on the exchange at the table, while this subject covers networks, reputation, sponsorship and the alliances that decide whether a proposal ever reaches that table.

What do you bring back from political savvy and coalition building?

You bring back a sequenced plan for one real initiative. It includes a network map, persuasion messages for each audience, a sponsor briefing and a coalition roadmap.

Political Savvy and Coalition Building: The Way Forward

The influence campaign plan first informs which sponsor to approach and which allies to consult before the proposal is tabled. Initiative owners and their immediate managers use it to time asks and share credit across partners. After its first use, the coalition map is worth revisiting, because interests shift as budgets and leadership priorities change through the year.