LEADERSHIP

Influencing in the public sector

Build confidence, strategy, and presence to achieve better outcomes through negotiation in the public sector

IS THIS COURSE RIGHT FOR YOU?

Do you need to gain support, build consensus or secure commitment from stakeholders in a complex public sector environment?

This course is designed for ACT and Commonwealth public sector professionals who want to strengthen their ability to influence with clarity, confidence and credibility.

It is ideal if you:

- need to promote initiatives or ideas across teams, agencies or business areas
- work with stakeholders who have different priorities, perspectives or levels of authority
- want to navigate internal and external political landscapes more effectively
- need to build stronger relationships and gain commitment from decision-makers
- want to improve your communication, negotiation and stakeholder engagement skills

Whether you are leading change, supporting policy or program delivery, or working across teams, this course will help you influence more effectively while maintaining trust, professionalism and public sector integrity.

WHAT WILL YOU LEARN?

You'll explore what influence means in a public sector context and how it differs from persuasion. The course will help you understand the dynamics that shape decision-making, including political awareness, stakeholder interests, personal communication styles and the need for compromise.

Through practical activities and public sector scenarios, you'll learn how to tailor your influencing approach, construct clear and well-reasoned arguments, and work towards win/win outcomes. You'll also build confidence in gaining consensus and securing commitment from stakeholders and decision-makers.

Key topics include:

- Understanding influence and how it differs from persuasion
- Navigating internal and external public sector political landscapes
- Building credibility, trust and presence with stakeholders
- Identifying stakeholder priorities, motivations and concerns
- Recognising different personal styles and adapting your approach
- Using communication techniques to strengthen influence
- Appreciating diverse perspectives and finding areas of compromise
- Constructing clear, well-reasoned arguments
- Negotiating towards win/win outcomes
- Gaining consensus and securing stakeholder commitment

BY THE END OF THIS COURSE, YOU WILL BE ABLE TO:

- Explain what influence involves and distinguish it from persuasion
- Recognise and navigate internal and external political landscapes in the public sector
- Apply communication techniques that strengthen your influencing ability
- Understand diverse perspectives and use compromise to present initiatives effectively
- Identify personal styles and tailor your influencing approach accordingly
- Construct well-reasoned arguments that support win/win outcomes
- Gain consensus and secure commitment from decision-makers and stakeholders

DELIVERY

This course is delivered as two half-day digital workshops via Microsoft Teams.

This course is delivered as an interactive workshop with practical activities, group discussion and public sector scenarios. You will practise influencing techniques, reflect on your own stakeholder challenges and leave with tools you can apply immediately in your work.

If you would like to learn more about this course or our other offerings, please contact the IPAA ACT team on 02 6154 9800 or capability@act.ipaa.org.au

FOR MORE INFORMATION

INSTITUTE OF PUBLIC ADMINISTRATION AUSTRALIA IPAA ACT