**STRATEGIC STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 3: ACTIVITY 4**

**GROUP ACTIVITY**

**Persuasion**

Read: Tony Manning, (2012) "The art of successful persuasion: seven skills you need to get your point across effectively", Industrial and Commercial Training, Vol. 44 Issue: 3, pp.150-158. (This article will be available in your online student resources.)

Write up a frequently asked questions guide to persuasion for a project team who is writing a stakeholder engagement plan.

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