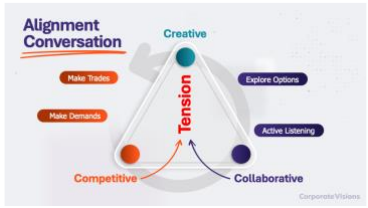
Manage Competing Interests

Detailed Learning Outcomes

Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction: Manage Competing Interests		**Actively** manage competing interests to keep your **partnerships on track**.	• Identify common competing interests • Realize competing interests will exist and plan to proactively manage them	10 minutes
Identify Competing Interests		**Expose competing interests early**, so that hidden misalignment doesn't stall your accounts.	• Customer partnership stages • Define the current partnership goal • Research and define stakeholder interests • Assess stakeholder alignment • Uncover misalignment	40 minutes
Embrace Tension to Align Interests		Use tension to turn competing interests into **alignment and consensus**.	• Apply the Tension Model framework to conducting an alignment conversation • Apply active listening and introduce insights to reframe customer positions • Reinforce alignment through follow-up commitments	35 minutes

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