



Communicating With Stakeholders Toolkit

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How to Use This Toolkit:

Communicating With Stakeholders

Learning creates value, but business leaders need to understand that value before they'll invest in it. This toolkit helps learning leaders build the business acumen and communication skills needed to connect learning initiatives to organizational priorities, demonstrate business value and strengthen executive support.



Step 1

Start With the E-Book:

“How to Speak the Language of the Business”

What it is: This guide outlines how to connect learning to business priorities, key metrics that matter to executives and a framework to effectively communicate learning's value.

Use this to:

- Understand what drives executive decision-making.
- Connect learning initiatives to business priorities and goals.
- Communicate the value of learning in ways that build credibility and support.



Step 2

Know Your Audience

What it is: This reference chart helps you understand what different stakeholders care about and tailor your communication to their priorities.

Use this to:

- Identify the goals, priorities and concerns of different stakeholders.
- Know what to lead with when communicating a learning recommendation.
- Avoid leading with information that may not resonate with your audience.



Step 3

Prepare for a Strategic Conversation

What it is: This planning tool helps you prepare for stakeholder conversations by connecting the business problem to the performance gap.

Use this to:

- Define the business problem and performance gap.
- Connect your recommendation to measurable business outcomes.
- Prepare your message and clarify the action or decision you need.



Step 4

Build Your Skills

What it is: Explore articles, podcasts, courses and tools to deepen your understanding of business strategy, executive communication and strategic influence.

Use this to:

- Strengthen your business and communication skills.
- Learn practical strategies for partnering with business leaders.
- Continue building your credibility as a learning leader.

To learn more about improving your communication as a learning leader, visit TrainingIndustry.com.