



WOMEN IN
FINANCIAL
MARKETS™

Formerly WIND

Getting a Seat at the Table – Strategic Stakeholder Management

Masterclass 2 – 21st April 2026



SESSION OUTCOMES

- Understand the **importance of stakeholder management** in career advancement
- **Identify key stakeholders** who can influence your career
- **Develop strategies** to build meaningful and mutually beneficial relationships



A woman with dark hair pulled back, wearing a light-colored top, is shown in profile against a dark blue background. The image is semi-transparent and serves as a background for the text on the left side of the slide.

“

Build your personal board
of directors like you are
building a Fortune 500
company.



“

There are two types of
currency to invest in:
performance currency &
relationship currency.

CARLA HARRIS

STAKEHOLDER MATRIX



For each name in the “Put in the Effort” & “Make Yourself Known” quadrant:

Score yourself 0-10 in terms of how well that stakeholder knows you and the value you bring

(10 = rockstar on-fire, 1 = total beginner)

What is ONE action you could take to increase your visibility?

STAKEHOLDER COMMUNICATION PLAN

For each name in the “**Make Yourself Known**” quadrant – how can you build your exposure? What’s your plan and next steps?



For each name in the “**Put in the Effort**” quadrant – how can you build your image? What’s your plan and next steps?



WHO will I tell? >> WHAT do they need to know? >> HOW am I going to communicate? >> WHEN am I going to communicate?

BREAKOUT ROOM

- How well do you understand who your key stakeholders are?
- What 1-2 relationships do you want to strengthen in 2026?



MENTORS VS SPONSORS

“

You can survive a very long
time in your career without
a mentor,
but you will not survive
without a sponsor.

CARLA HARRIS



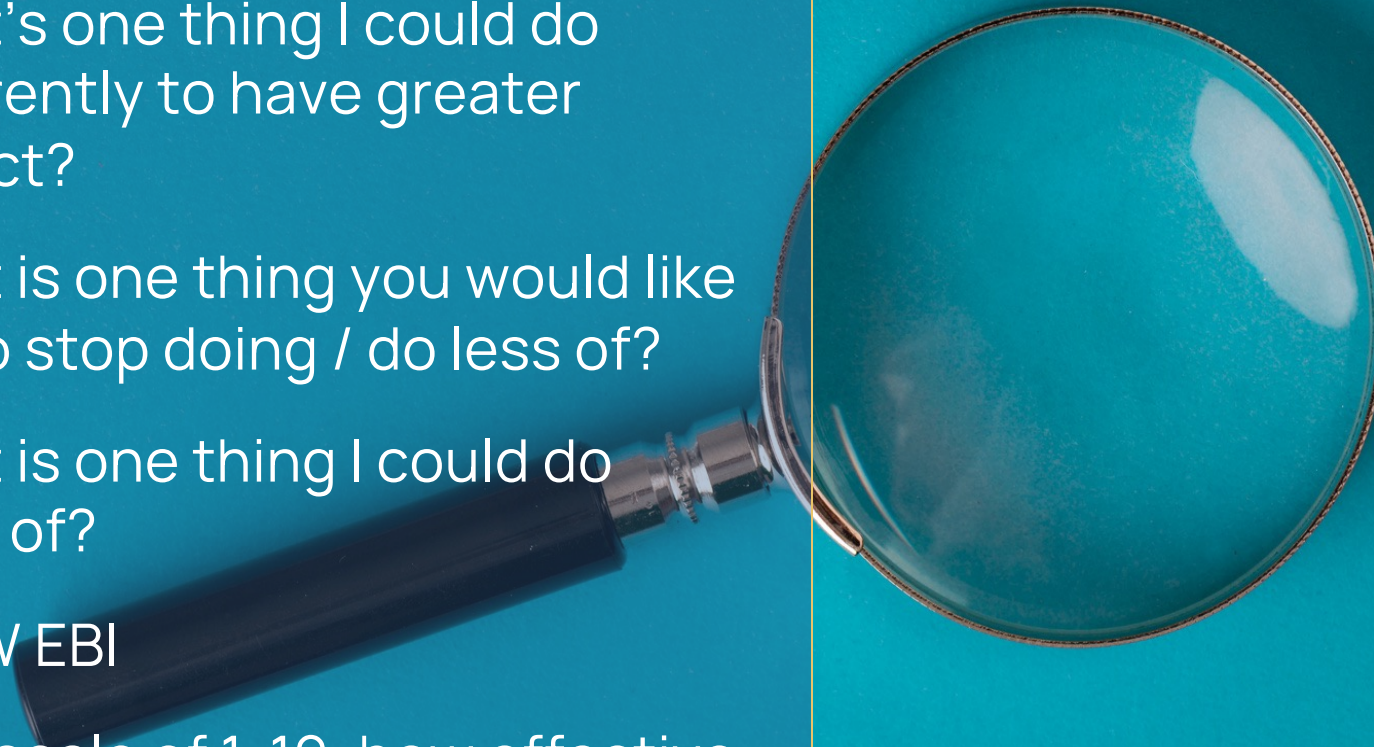
IDENTIFY A SPONSOR

- ✓ They need to have **exposure** to your work to have **credibility** behind closed doors
- ✓ They need to have a **seat** at the decision-making table
- ✓ They need to have decision making **power**



GET QUALITY FEEDBACK

- What's one thing I could do differently to have greater impact?
- What is one thing you would like me to stop doing / do less of?
- What is one thing I could do more of?
- WWW EBI
- On a scale of 1-10, how effective am I at X?



WHAT GETS MEASURED, IMPROVES

If you were to score my X on scale 0-10:

0 ←————→ 10

Where would you place me?

What would an uptick of 1 look like?

What would it take to get to a '10'?

COMMUNICATING YOUR VALUE

1. Communicate in results, not only responsibilities
2. Dual promotion – recognize others for the value they bring
3. Step into the presence your next role requires

MAKING IT REAL

What has most resonated?

What are you going to do
– the very 1st step?

When are you going to do it?

