

Management of Relationships to Political Stakeholders

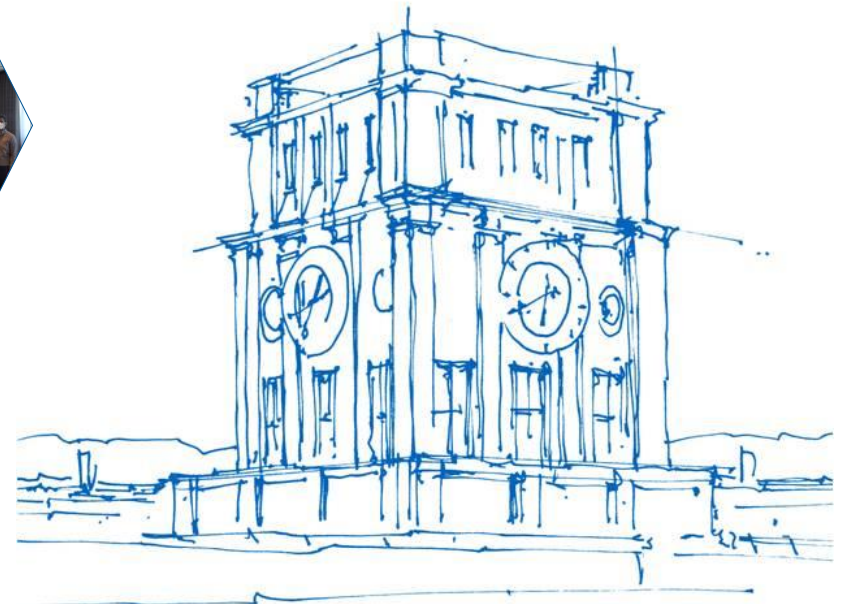
Dr Klemens Joos

Visiting Lecturer



Technical University of Munich
TUM School of Management

Munich, 11th – 13th June 2021



Uhrenturm der TUM

Further development of the master seminar at the TUM School of Management

For eight years, between the winter semesters 2013/2014 and 2020/2021, Dr Klemens Joos, founder and CEO of EUTOP International GmbH, successfully conducted the master seminar “Convincing Political Stakeholders” at the Ludwig-Maximilians-Universität Munich (LMU). On April 1st, 2021, he was appointed visiting lecturer at the Technical University of Munich (TUM).

With his move to the TUM School of Management, the seminar was further developed conceptually in line with the programme’s international profile. Under the new title “Management of Relationships to Political Stakeholders“, the course was for the first time held in English. With an increase of the volume of the assignments, students now receive a total of 6 ECTS points instead of 3.

After being conducted in Brussels in the previous years, this year, due to the COVID-19 pandemic, the seminar took place in Munich. Together with 16 master students, the team of lecturers around Dr Klemens Joos, Arne Leimenstoll and Maximilian von Geyr stayed at the Westin Grand Hotel in the east of Munich from the 11th until the 13th of June 2021.

The goal of the event remains to convey complex processes of EU politics and to teach concepts and backgrounds of successful lobbying. The formula for successful lobbying, which Dr Klemens Joos presented at the beginning of the seminar (see photo), serves as an anchor for these learning objectives.



Dr Klemens Joos

Guest lectures and individual presentations

On Friday morning, after a short round of introductions by Dr Joos and the Dean of the TUM School of Management, Prof Dr Gunther Friedl, the seminar started with three guest lectures addressing the central EU institutions to create a basic understanding of the EU and its policy and decision-making structures.

The complexity of the decision-making processes in the European Parliament was illustrated to the students by Elmar Brok (Member of the European Parliament from 1980 to 2019 and Chairman of the Committee on Foreign Affairs for many years). Afterwards, the students had the opportunity to discuss the importance of the German Parliament in decision-making processes at EU level with the second guest speaker Gunther Krichbaum (Chairman of the Committee on European Union Affairs of the German Bundestag since 2007). Finally, the processes in the EU Commission were explored in depth together with Christian Staat (from 2017-2019 Office Manager of Günther Oettinger, former European Commissioner for Digital Economy as well as Budget & Human Resources). We would like to thank our high-level speakers for their very exciting presentations and for the stimulating discussions!

Starting on Friday at noon, the following segment consisted of individual presentations of the students on selected sections from the textbook “Convincing Political Stakeholders” (Joos, 2016), which were to be prepared in the run-up to the seminar.



Elmar Brok



Gunther Krichbaum



Christian Staat

Lecture part and case study

From Friday afternoon to Saturday morning, various lectures were held to prepare the students to work on a case study on lobbying, which included the development of a strategy concept, an extensive stakeholder analysis, and the implementation of the perspective change competence (OnePager®-Methodology). On Saturday afternoon, students were divided into groups and began to work on the case study. The study centered on the OnePager®-Methodology developed by Dr Joos. The core of this methodology is a change of perspective from the perspective of the person affected to the perspective of common interest. The result is a concise and convincing presentation of the issue illustrated on one page and tailored to the target group, i.e. from the point of view of the political decision-makers. The groups of students discussed the case study and developed solution strategies until late at night.

Another highlight was provided for the students on Saturday, shortly before the start of the group work: Prof Dr Christian Blümelhuber, since 2013 Professor of Strategic Organizational Communication at the Berlin University of the Arts, demonstrated on a flipchart how to reflect on the findings from the seminar according to different ways of thinking.

After an intensive period of work, the students on Sunday morning presented their results on solving the case study. Here, the students impressively demonstrated how quickly non-disciplinary knowledge can be acquired and then applied to concrete case studies.

We are looking forward to the upcoming event in the winter semester 2021/22!



Prof Dr Christian Blümelhuber



Seminar cohort summer semester 2021