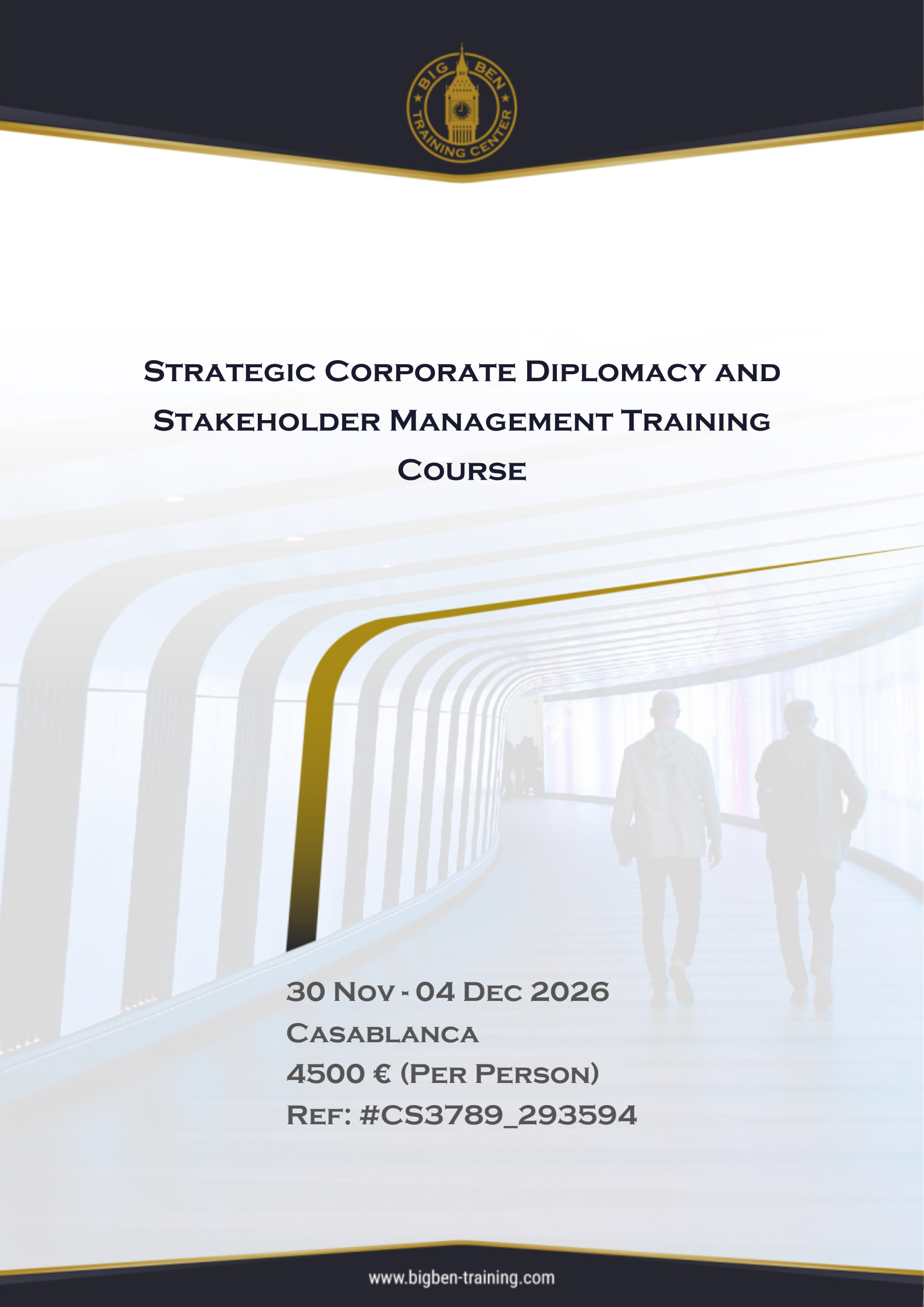
Strategic Corporate Diplomacy and Stakeholder Management Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS3789_293594

Course Introduction / Overview:

In today's interconnected and volatile global landscape, the ability to navigate complex relationships with governments, communities, and diverse stakeholders is no longer a peripheral function but a core strategic imperative. This course provides a comprehensive framework for mastering the art and science of corporate diplomacy and strategic stakeholder management. Moving beyond traditional public relations, this program delves into the proactive engagement, negotiation, and alliance-building skills necessary to secure a company's license to operate and thrive. Drawing on seminal works in the field, such as "The Oxford Handbook of Modern Diplomacy," and insights from leading academics like Dr. Raymond Saner, participants will explore how to build and maintain trust in high-stakes environments. BIG BEN Training Center has designed this immersive experience to equip leaders with the tools to manage political risk, enhance corporate reputation, and transform stakeholder relationships into a source of sustainable competitive advantage, ensuring long-term value creation for the organization and its ecosystem.

Target Audience / This training course is suitable for:

- Public Affairs Managers.
- Government Relations Specialists.
- Corporate Communications Directors.
- Stakeholder Engagement Officers.
- Community Relations Managers.
- Corporate Social Responsibility (CSR) Managers.
- Senior Executives and Board Members.
- Legal and Compliance Professionals.
- International Business Development Managers.
- Public Relations Consultants.
- Risk Management Professionals.

Target Sectors and Industries:

- Energy and Extractive Industries.
- Pharmaceuticals and Healthcare.
- Technology and Telecommunications.
- Financial Services and Banking.
- Manufacturing and Heavy Industry.
- Aerospace and Defense.
- Consulting and Professional Services.
- Governmental agencies and public sector bodies.
- Non-Governmental Organizations (NGOs) and Non-Profits.

Target Organizations Departments:

- Corporate Affairs.
- Public Relations and Communications.
- Legal and Regulatory Compliance.
- Government Relations.
- International Business and Global Strategy.
- Executive Management (CEO, COO, etc.).
- Corporate Social Responsibility (CSR) and Sustainability.
- Risk Management.
- Strategic Planning.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive stakeholder mapping and analysis framework.
- Design and implement effective stakeholder engagement strategies.
- Master advanced negotiation and conflict resolution techniques.
- Navigate complex political and regulatory environments with confidence.
- Build and manage a robust corporate reputation across multiple channels.
- Integrate Corporate Social Responsibility (CSR) into diplomatic efforts.
- Formulate strategic communication plans for crisis and issue management.
- Cultivate and maintain strategic alliances with key external partners.
- Measure the impact and return on investment of corporate diplomacy initiatives.
- Lead cross-functional teams in executing stakeholder management plans.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, participatory, and grounded in real-world application. We believe that adult learning is most effective when it connects theory to practice. Therefore, this course moves beyond traditional lectures to create a dynamic learning environment. The program is built around a series of in-depth case studies of multinational corporations facing complex diplomatic and stakeholder challenges. Participants will engage in facilitated group discussions, collaborative problem-solving exercises, and role-playing scenarios that simulate high-stakes negotiations and crisis communications. Expert-led sessions will introduce core concepts and advanced frameworks, while peer-to-peer learning will be encouraged through shared experiences and feedback. Each module is designed to build upon the last, culminating in the development of a practical corporate diplomacy action plan that participant can adapt and implement within their own organizations. This hands-on approach ensures that skills are not just learned but mastered.

Course Agenda (Course Units):

Unit One: Foundations of Modern Corporate Diplomacy

- The evolution from public relations to corporate diplomacy.
- Core principles of stakeholder theory and engagement.
- Identifying and prioritizing key stakeholders.
- Conducting a comprehensive stakeholder mapping and analysis.
- Understanding the geopolitical and socio-economic context.
- The role of the corporate diplomat in the modern organization.
- Ethical considerations and establishing a code of conduct.

Unit Two: Strategic Communication and Reputation Management

- Crafting compelling narratives for diverse audiences.
- Managing corporate reputation in the digital age.
- Developing an integrated communication strategy.
- Techniques for effective media relations and public engagement.
- Proactive and reactive crisis communication protocols.
- Leveraging digital platforms for stakeholder dialogue.
- Measuring the effectiveness of communication campaigns.

Unit Three: Navigating the Political and Regulatory Landscape

- Understanding the machinery of government and policymaking.
- Fundamentals of effective government relations.
- Principles of ethical lobbying and public policy advocacy.
- Monitoring legislative and regulatory risks and opportunities.
- Building constructive relationships with policymakers and regulators.
- Navigating international trade and diplomatic protocols.
- Case studies in successful public affairs campaigns.

Unit Four: Negotiation, Conflict Resolution, and Alliance Building

- Advanced negotiation strategies for multi-stakeholder environments.
- Principles of interest-based negotiation and mutual gains.
- Techniques for de-escalating conflict and managing disputes.
- The role of mediation in stakeholder disagreements.
- Identifying, vetting, and forming strategic partnerships.
- Managing cross-cultural communication in negotiations.
- Building and maintaining long-term, trust-based alliances.

Unit Five: Advanced Strategies and Integrated Action Planning

- Integrating CSR and sustainability as diplomatic tools.
- Managing non-market risks and social license to operate.
- Measuring the ROI of corporate diplomacy and stakeholder relations.
- Developing key performance indicators (KPIs) for engagement.
- Building internal capacity and a diplomatically-aware culture.
- Capstone project: Developing a comprehensive corporate diplomacy strategy.
- Presenting and defending the strategic action plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing geopolitical instability, how can corporate diplomacy transition from a risk mitigation tool to a primary driver of sustainable value creation?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself through its strategic, holistic, and forward-looking approach to corporate diplomacy and stakeholder relations. Unlike programs that focus narrowly on public relations or crisis communication, this training provides an integrated framework that positions corporate diplomacy as a central pillar of corporate strategy and value creation. We move beyond theoretical discussions to immerse participants in complex, real-world scenarios and case studies, fostering critical thinking and practical problem-solving skills. The curriculum is uniquely designed to bridge the gap between corporate objectives and the intricate web of political, social, and regulatory environments. A key differentiator is the emphasis on proactive engagement and alliance-building rather than reactive damage control. Participants will learn not just how to manage stakeholders, but how to transform these relationships into strategic assets that provide a sustainable competitive advantage, enhance resilience, and secure the organization's long-term social license to operate in a rapidly changing world.