



GLOBAL BUSINESS LEADERS NEED DIPLOMACY SKILLS

# CORPORATE DIPLOMACY PROFESSIONAL DEVELOPMENT PROGRAM

**The skills used in diplomacy represent a new dimension of leadership required to navigate a complex business environment.**

The business landscape is increasingly involute as a result of continued globalization and shifting geopolitical forces. Trade agreements, easy and pernicious use of the internet, hot and cold wars, and economic crises have all impacted the daily activities of businesses of every industry. While the C-Suite has doubled down on geopolitical risk analysis, employees handling the daily operations of in-country transactions must be trained as the diplomats they're expected to be.

This creates massive corporate and reputational risk, but when incorporated correctly, can open the doors to untapped opportunities and unlimited business potential.

## Learn how to protect and advance your global business interests.

- Engaging, interactive training environment through simulation exercises
- Custom-designed programs delivered by diplomats from the highest levels of government
- Application to real-life corporate situations

Leaders and employees are able to use corporate diplomacy to successfully navigate:

- New market expansion and cross-border transactions
- Interactions with government officials and stakeholders
- Managing global teams and/or global client rosters

## Our Track Record.



Fortune 500 companies come to Meridian to build training programs for their employees at all levels. Companies have used our trainings for:



- New country managers and regional office heads
- Professional development and retention tool for high-performing employees
- Team-building off-sites for international team fly-ins
- Deep dives into specific tradecraft skills



**We empower people with the diplomatic tools to build dynamic, influential global leaders:**

## SKILLS

- Stakeholder Management
- Negotiation
- Protocol
- Deal-making
- Cross-Cultural Communication

## STRATEGIES

- Coalition building
- Public-private partnerships
- Economic tradecraft

## INSIGHTS

- Geopolitical Dynamics
- Country Briefings
- Navigating Trade Issues
- Cross-Cultural Intelligence

**63%**

of McKinsey Global Survey respondents agree that government and community linkages are the second most important factor in managing at global scale.

**100%**

of diplomats surveyed at Meridian expanded their knowledge of the U.S. and the relationship between Americans and their government.

## Enrollment Options and Curriculum Overview.

The Meridian Corporate Diplomacy Professional Development Program curriculum can be tailored to meet an individual company's objectives.

### ESSENTIALS OF GLOBAL BUSINESS DIPLOMACY

1 DAY

Immersive corporate diplomacy training experience for up to 25 people at Meridian. Certificate upon completion.

#### Corporate Diplomacy Fundamentals.

- The Role of Diplomacy in Global Business
- Cross-Cultural Communication + Intelligence

#### Forces Shaping the Global Business Environment.

- Topline issues shaping the global business environment include global trade wars, China and Russia sanctions, and more.

#### Corporate Diplomacy Tradecraft.

- Diplomatic Engagement Strategies for Stakeholders
- Closing the Deal: Diplomatic Negotiation Strategies

### 360-DEGREE REGIONAL AND COUNTRY BRIEFINGS

1 DAY

Meridian prepares leaders working in new markets with a 360 degree perspective of a country/region's political, economic and social dynamics. These sessions are centered around nuanced discussions with former diplomats. Participants also engage in scenario planning exercises for country engagement and a stakeholder mapping workshop.

**Political.** Go beyond the headlines to understand the undercurrents of a country's political dynamics and learn about key government leaders and stakeholders

**Economic.** Develop insight into the economic challenges and opportunities and the country's U.S. and multilateral trade relationships

**Social.** Gain deeper understanding into the cultural norms of a country as well as protocol and communication guidance

### TAILORED CURRICULUM TOPICS

VARIOUS FORMATS

- Cross-Cultural Intelligence & Communication
- Principles of Diplomatic Protocol
- Navigating International Issues in Washington
- Negotiations & Influence
- Forces Shaping the Global Business Environment
- Economic Tradecraft & Commercial Diplomacy
- Geopolitical Risk & Opportunity Assessment
- Stakeholder Engagement & Reputation Management

TO SUBMIT AN INQUIRY, PLEASE EMAIL:

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