Strategic Communication and Soft Skills for Global Relations

22 – 26 February 2027
Addis Ababa

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Strategic Communication and Soft Skills for Global Relations

Ref: 103600587_225392 **Date:** 22 – 26 February 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Course Overview:

Strategic Communication, Personal Effectiveness & Soft Skills for International Relations and Organizations is a 1-week corporate training course designed for professionals working in international relations, international organizations, public affairs, protocol, diplomatic coordination, and global stakeholder engagement. The course combines the value of a Strategy Training Course, Strategic Planning Training, Strategic Management Course, Business Strategy Training, Corporate Strategy Training, Strategic Thinking Course, and Personal Development Training with the practical communication and relationship skills required in international environments.

Participants will learn how to analyze international stakeholders, understand cooperation and conflict patterns, support strategic partnerships, communicate with official delegations, and represent their organizations professionally in multicultural contexts. The course also strengthens Soft Skills Training, Communication Skills Training, Interpersonal Skills Course, Leadership Soft Skills Training, Problem Solving Skills Course, Critical Thinking Training, Decision Making Skills Training, Negotiation Skills Course, Conflict Resolution Training, Business Communication Training, Workplace Communication Skills, Active Listening Training, Influencing Skills Training, Collaboration Skills Training, Adaptability Skills Training, and Professional Etiquette Training.

The course is especially useful for professionals who need to connect strategic thinking with diplomatic communication, institutional representation, partnership management, personal effectiveness, emotional intelligence, and professional credibility in international settings.

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Target Audience:

- International Relations Officers
- International Cooperation Specialists
- International Organizations Officers
- Public Affairs Officers
- Government Relations Officers
- External Relations Officers
- Protocol and Diplomatic Affairs Officers
- Strategic Partnership Managers
- Stakeholder Engagement Managers
- Embassy, Mission, and Consulate Liaison Officers
- NGO and Development Organization Professionals
- Program Managers working with international agencies
- Corporate Affairs and International Communication Professionals
- Senior Officers coordinating with governments, donors, delegations, and global institutions
- Managers seeking a Strategy Training Course for Managers
- Professionals seeking Personal Development Training for Professionals
- Teams requiring a Corporate Soft Skills Training Program

Targeted Organizational Departments:

- International Relations Department
- International Cooperation Department
- External Relations Department
- Protocol and Diplomatic Affairs Department
- Strategic Partnerships Department
- Public Affairs and Government Relations Department
- Corporate Communications Department
- Stakeholder Engagement Department
- Programs and Projects Department
- Policy and Institutional Coordination Department
- Executive Office and Board Secretariat
- Corporate Strategy and Planning Department
- Human Resources and Talent Development Department
- Customer Experience and Public Service Departments
- Crisis Communication and Reputation Management Units

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Targeted Industries:

- Government and Public Sector
- International Organizations and Multilateral Institutions
- Diplomatic Missions, Embassies, and Consulates
- NGOs and Development Agencies
- Humanitarian and Relief Organizations
- Education, Culture, and Research Institutions
- Healthcare and International Health Programs
- Energy, Infrastructure, and Utilities with international partnerships
- Banking and Financial Institutions working with global stakeholders
- Consulting and Professional Services
- Multinational Corporations
- Tourism, Investment Promotion, and Economic Development Authorities

Course Offerings:

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

- Apply Strategic Thinking Course principles to international relations, cooperation programs, and institutional priorities.
- Use Strategic Planning Training to align international initiatives with organizational vision, mission, and strategic objectives.
- Analyze international stakeholders, official actors, non-governmental actors, donors, partners, and institutional networks.
- Strengthen Strategic Decision Making Training for international partnerships, public affairs, and diplomatic coordination.
- Apply Business Strategy Training and Corporate Strategy Training concepts to international cooperation, external relations, and cross-border engagement.
- Use Strategy Execution Training to convert international priorities into action plans, communication messages, responsibilities, and follow-up mechanisms.
- Improve Communication Skills Training for official meetings, delegation briefings, stakeholder updates, and institutional presentations.
- Apply Active Listening Training and Workplace Communication Skills in multicultural and diplomatic conversations.
- Use Emotional Intelligence Training and Emotional Intelligence at Work to manage sensitive situations, pressure, disagreement, and relationship dynamics.
- Practice Negotiation Skills Course and Influencing Skills Training in international partnership, protocol, donor, and stakeholder scenarios.
- Apply Conflict Resolution Training to cooperation challenges, competing interests, and cross-cultural misunderstandings.
- Strengthen Time Management Training, Productivity Skills Training, Goal Setting Training, and Personal Effectiveness Training for demanding international roles.
- Build a personal development roadmap for Professional Development Training, Career Development Course, and Personal Excellence Training.

Training Methodology:

This course uses a practical, scenario-based methodology tailored to international relations and international organizations. Participants will work through realistic cases involving delegation meetings, cross-border cooperation, diplomatic communication, stakeholder mapping, international partnership planning, protocol-sensitive conversations, and institutional representation.

The methodology combines short expert-led inputs, interactive discussions, group work, role plays, communication simulations, guided reflection, peer feedback, and practical planning exercises. Strategy sessions focus on Strategic Planning Training, Strategic Management Course, Strategy Execution Training, Scenario Planning Training, Strategic Agility Training, and Business Transformation Strategy in international contexts. Participants will examine how global changes, stakeholder interests, cooperation, conflict, policy priorities, and organizational objectives influence strategic decisions.

The personal development component includes self-awareness exercises, productivity planning, emotional intelligence activities, communication practice, active listening drills, and professional etiquette scenarios. Participants will also practice Critical Thinking and Problem Solving Training, Decision Making Skills Training for Leaders, Business Communication and Presentation Skills Training, Resilience and Stress Management Training Course, and Leadership and Personal Development Course activities.

Learning is designed to be practical and transferable. Each day ends with a reflection and review session to help participants connect the course content to their roles in international relations, public affairs, partnerships, protocol, and institutional communication.

Course Toolbox:

Note: tools are not provided as software or physical products. The course provides insights, examples, templates, and practical references to tools relevant to the course when required.

- International stakeholder mapping template
- Delegation meeting preparation checklist
- Strategic partnership planning canvas
- International communication planning template
- Protocol and professional etiquette checklist
- Briefing note structure for international meetings
- Cross-cultural communication checklist
- Diplomatic conversation preparation guide
- Negotiation preparation template
- Conflict resolution conversation framework
- Strategic decision-making checklist
- Scenario planning worksheet
- Personal effectiveness planner
- Time management and priority-setting worksheet
- Goal-setting and career development template
- Emotional intelligence self-reflection guide
- Presentation planning checklist
- Stakeholder follow-up and action tracking sheet
- Personal development action plan

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Course Agenda:

Day 1: Strategic Thinking for International Relations and Organizations

- **Topic 1:** Understanding strategic thinking in international relations, public institutions, and global organizations
- **Topic 2:** Identifying key actors in international relations, including states, international organizations, NGOs, donors, and cross-border partners
- **Topic 3:** Mapping cooperation, conflict, shared interests, and competing priorities in international stakeholder environments
- **Topic 4:** Aligning vision, mission, and strategic objectives with international cooperation and institutional representation
- **Topic 5:** Building self-awareness for effective performance in multicultural, diplomatic, and protocol-sensitive environments
- **Topic 6:** Applying strategic decision-making to international partnerships, public affairs, and institutional coordination
- **Reflection & Review:** Review how strategic thinking and self-awareness strengthen professional credibility in international relations

Day 2: Strategic Planning, Partnerships, and International Cooperation

- **Topic 1:** Applying strategic planning to international cooperation programs, global initiatives, and external relations priorities
- **Topic 2:** Analyzing political, economic, cultural, technological, and institutional factors affecting international relationships
- **Topic 3:** Developing partnership strategies with international organizations, government entities, NGOs, donors, and private-sector stakeholders
- **Topic 4:** Translating international priorities into action plans, responsibilities, timelines, and measurable outcomes
- **Topic 5:** Using scenario planning to prepare for uncertainty, policy shifts, stakeholder changes, and cooperation challenges
- **Topic 6:** Monitoring strategic performance through KPIs, progress reviews, reporting routines, and stakeholder follow-up
- **Reflection & Review:** Review how strategic planning supports stronger international cooperation, partnership execution, and institutional alignment

Day 3: Personal Effectiveness and Professional Development for International Roles

- **Topic 1:** Building personal effectiveness through focus, self-discipline, accountability, and professional reliability
- **Topic 2:** Applying time management techniques to manage meetings, travel coordination, delegation schedules, reporting deadlines, and stakeholder follow-up
- **Topic 3:** Improving productivity by identifying high-value activities in international relations, partnerships, protocol, and public affairs work
- **Topic 4:** Setting professional goals that connect personal development with international cooperation and organizational strategy
- **Topic 5:** Strengthening self-motivation, confidence, growth mindset, adaptability, and continuous improvement habits
- **Topic 6:** Managing stress, resilience, and work-life balance in high-pressure international and diplomatic environments
- **Reflection & Review:** Review personal productivity habits and build an individual development plan for international relations performance

Day 4: Diplomatic Communication, Emotional Intelligence, and Protocol

- **Topic 1:** Practicing clear, professional, and culturally appropriate communication with international stakeholders
- **Topic 2:** Applying active listening, questioning, summarizing, and feedback techniques in official and multicultural meetings
- **Topic 3:** Using emotional intelligence to manage pressure, sensitive conversations, disagreement, and relationship dynamics
- **Topic 4:** Strengthening interpersonal skills for trust-building, respect, collaboration, and long-term stakeholder relationships
- **Topic 5:** Preparing briefings, talking points, meeting summaries, and presentations for international audiences
- **Topic 6:** Applying professional etiquette and protocol awareness in delegation meetings, official correspondence, introductions, and stakeholder events
- **Reflection & Review:** Review diplomatic communication behaviors and identify practical improvements for international stakeholder engagement

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Day 5: Negotiation, Influence, Conflict Resolution, and Leadership Application

- **Topic 1:** Applying negotiation skills to international partnerships, cooperation programs, donor relations, and institutional agreements
- **Topic 2:** Using influencing skills to build alignment, gain support, and communicate organizational positions professionally
- **Topic 3:** Applying structured problem-solving methods to international cooperation challenges and stakeholder concerns
- **Topic 4:** Using critical thinking to assess options, risks, interests, and consequences in international decision-making
- **Topic 5:** Managing conflict through constructive dialogue, cultural sensitivity, emotional control, and solution-focused communication
- **Topic 6:** Integrating strategic leadership, personal excellence, soft skills, and stakeholder management into a workplace action roadmap
- **Reflection & Review:** Present and review a final action plan for applying strategic communication, personal effectiveness, and soft skills in international relations roles

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No formal prerequisite is required. The course is suitable for professionals working in international relations, international cooperation, public affairs, protocol, external relations, stakeholder engagement, partnership management, and international organizations. Participants will benefit most if they currently communicate with external stakeholders, coordinate with international partners, prepare briefings, attend official meetings, manage relationships, or support cooperation programs.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans one week, approximately 20-25 hours of instruction.

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Is this course more focused on strategy, personal development, or international relations?

The course integrates all three areas. It uses strategy to help participants understand priorities, stakeholders, partnerships, and institutional objectives. It uses personal development to strengthen productivity, self-awareness, confidence, resilience, and professional growth. It uses soft skills to improve communication, negotiation, emotional intelligence, protocol, influence, and conflict resolution in international relations and international organization contexts.

How This Course is Different from Other Strategic Communication, Personal Development & Soft Skills Courses:

This course is different because it is not a generic soft skills or strategy program. It is specifically adapted for professionals working in international relations, international organizations, diplomatic coordination, protocol, public affairs, and global stakeholder environments.

Many strategy courses focus only on planning frameworks, while many personal development courses focus only on individual productivity. This course connects both areas with the realities of international work: stakeholder interests, cooperation and conflict, institutional representation, cross-cultural communication, official meetings, partnership execution, and diplomatic sensitivity.

Participants do not only learn Strategic Planning Training, Strategic Management Course, Strategy Execution Training, and Strategic Decision Making Training. They also practice Communication Skills Training, Emotional Intelligence Training, Negotiation Skills Course, Conflict Resolution Training, Professional Etiquette Training, Presentation Skills Training, and Influencing Skills Training using international relations scenarios.

The course also emphasizes practical workplace transfer. Participants leave with stakeholder maps, communication approaches, meeting preparation methods, negotiation structures, productivity routines, and personal development action plans that can be applied directly in their roles. This makes the course suitable for government entities, international organizations, NGOs, diplomatic missions, public affairs teams, and corporate departments working with global partners.