

# Corporate Diplomacy and Stakeholder Engagement Training Course

10 – 14 May 2027
Madrid

AGILE LEADERS
Training Center

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**Ref:** 2117_255056 **Date:** 10 – 14 May 2027 **Location:** Madrid **Fees:** 5700 Euro

## Overview

Corporate Diplomacy and Stakeholder Engagement Training Course is a one-week intermediate course for corporate affairs, government relations, public affairs, international business, and stakeholder engagement teams who leave with a Corporate Diplomacy Engagement Plan. Participants use geopolitical context mapping, stakeholder system analysis, institutional dialogue, responsible business conduct, coalition design, and issue escalation protocols to coordinate external engagement. Agile Leaders Training Center develops corporate diplomacy and stakeholder engagement capability.

## Who Should Attend

- Corporate affairs teams responsible for institutional relationships and external positioning
- Government relations teams responsible for public-sector dialogue and policy context
- Public affairs teams responsible for issues, messages, and stakeholder coordination
- International business teams responsible for cross-border operating relationships
- Stakeholder engagement teams responsible for consultation, feedback, and partnership design

The course assumes participants manage external relationships or issue response and leaves lobbying law advice, political campaigning, and country-specific regulatory interpretation outside its scope.

## Departments and Industries

The course supports departments and industries that engage public institutions, civil society, workforce representatives, communities, and commercial partners.

- Corporate affairs, public affairs, and government relations
- Responsible business, sustainability, and human rights teams
- Energy, infrastructure, and natural-resource enterprises
- Technology, telecommunications, and financial services
- International development and business associations

## Learning Objectives

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

- Analyze geopolitical and institutional operating contexts.
- Build stakeholder maps using legitimacy, interest, and impact criteria.
- Apply responsible-engagement safeguards to dialogue decisions.
- Design coalitions and cross-cultural engagement pathways.
- Diagnose issue, reputation, and escalation risks.
- Build an evidence-based corporate diplomacy engagement plan.

## Course Agenda

### Day 1: Map the Operating Context

- Geopolitical Context and Institutional Landscape Map
- Policy Actor and Decision-Pathway Analysis Grid
- Stakeholder Legitimacy, Interest, and Impact Matrix
- Cross-Cultural Context Assumption Register
- Corporate Diplomacy Mandate and Boundary Statement

### Day 2: Structure Responsible Engagement

- Responsible Business Conduct Engagement Checklist
- Affected-Stakeholder Consultation Design Canvas
- Government and Civil-Society Dialogue Protocol
- Engagement Objective and Message Discipline Sheet
- Stakeholder Feedback and Response Log

### Day 3: Build Coalitions and Agreements

- Coalition Interest and Contribution Map
- Partnership Governance and Accountability Charter
- Cross-Cultural Negotiation Preparation Grid
- Joint-Fact and Evidence Alignment Method
- Agreement Commitment and Follow-Through Tracker

### Day 4: Manage Issues and Escalation

- Issue and Reputation Risk Heat Map
- Stakeholder Signal and Early-Warning Dashboard
- Engagement Escalation and Decision-Rights Matrix
- Conflict-Sensitive Dialogue Safeguard Checklist
- External Position and Response Brief

## Day 5: Practice Corporate Diplomacy

- Suggested Exercise: Test a Stakeholder System Map
- Suggested Exercise: Conduct an Institutional Dialogue
- Suggested Exercise: Negotiate a Coalition Charter
- Suggested Exercise: Apply an Issue Escalation Protocol
- Capstone Exercise: Complete a Corporate Diplomacy Engagement Plan

## Practical Exercises

The course uses suggested activities based on anonymized infrastructure, technology, finance, and development cases.

- Suggested activity: map institutions, affected groups, intermediaries, interests, impacts, and decision pathways.
- Suggested activity: prepare and conduct a dialogue using engagement safeguards, objectives, messages, and feedback records.
- Suggested activity: design a coalition charter and negotiate responsibilities, evidence, commitments, and follow-through.
- Suggested activity: present an engagement plan with risks, escalation thresholds, decision rights, and monitoring measures.

## FAQs

### Who suits corporate diplomacy and stakeholder engagement training, and what does it assume?

Corporate diplomacy and stakeholder engagement training suits professionals managing government, community, civil-society, workforce, or business relationships. It assumes experience with external engagement or issue management.

### How does corporate diplomacy differ from public relations training?

Corporate diplomacy coordinates institutional relationships, stakeholder interests, negotiation, coalitions, responsible-conduct safeguards, and escalation decisions. Public relations training focuses more directly on communication channels, media relations, and audience messaging.

### What is a corporate diplomacy stakeholder system?

A corporate diplomacy stakeholder system connects public institutions, affected groups, civil society, workforce representatives, commercial partners, intermediaries, and internal decision-makers whose interests or influence shape an issue.

## How does responsible business conduct affect corporate diplomacy?

Responsible business conduct affects corporate diplomacy by requiring engagement decisions to consider impacts, affected stakeholders, due diligence, feedback, accountability, and appropriate response pathways rather than influence objectives alone.

## When should a corporate diplomacy issue be escalated?

A corporate diplomacy issue should be escalated when impact severity, stakeholder conflict, policy sensitivity, reputation exposure, commitment failure, or decision authority exceeds the agreed operating threshold.

## Conclusion

Participants take back a Corporate Diplomacy Engagement Plan. It combines context and stakeholder maps, engagement safeguards, dialogue protocols, coalition governance, negotiation preparation, issue monitoring, escalation rules, and response briefs. The plan helps teams coordinate external relationships, test engagement choices, assign decision rights, and respond consistently when institutional or stakeholder conditions change.