

AFS INTERCULTURE SOUTH AFRICA & GLOBAL
CONNECT EDUCATION CONSULTANCY

Corporate Diplomacy Masterclass

An executive programme for leaders who navigate business, government and global complexity in the same week.



THE CHALLENGE

The World Has Changed. Has Your Leadership?

Today's business leaders no longer operate in purely commercial environments. Every strategic decision is shaped by geopolitics, regulation, communities, culture, reputation, technology, activists and rapidly shifting global markets. Financial performance alone no longer determines success — it now depends on an organisation's ability to build trust, manage stakeholders and operate confidently across borders.

The organisations that thrive over the next decade will be those that build Corporate Diplomacy into their core leadership capability. Together with world class faculty, AFS Interculture South Africa and Global Connect has developed a practical executive programme that combines diplomacy, international business, strategic leadership and stakeholder engagement into a single, applied framework.

70+

YEARS OF GLOBAL LEADERSHIP HERITAGE

2 days

IN – PERSON SYNCHRONOUS LEARNING

90-day

POST-PROGRAMME TOOLKIT

THE DISCIPLINE

What Is Corporate Diplomacy?

Corporate Diplomacy is the capability to lead effectively in complex environments — understanding political, economic, cultural and social dynamics while building productive relationships with governments, communities, partners and international stakeholders. It equips executives to navigate uncertainty with confidence, enter new markets successfully, protect organisational reputation and lead across cultures, turning geopolitical complexity into a source of competitive advantage rather than risk.



WHO IT'S FOR

Who Should Attend

The programme is designed for leaders who shape how their organisations engage with the world beyond the balance sheet:

- CEOs and Executive Directors
- General Managers and Senior Managers
- Business Development Executives
- International Expansion Teams
- Government Relations Professionals
- Strategy and Public Affairs Leaders
- High-potential future executives

THE FRAMEWORK

Programme Architecture

Rather than teaching diplomacy as theory, participants build a practical leadership framework they can apply immediately inside their organisations, moving through six stages:



1. Understand Yourself

Develop the mindset and behaviours of a diplomatic leader.



2. Understand the Environment

Analyse geopolitical trends, political risk and regulation.



3. Understand Stakeholders

Learn how governments, communities and partners shape success.



4. Develop Influence

Master negotiation, communication and cross-cultural influence.



5. Lead Through Complexity

Build resilience and decide well amid uncertainty and crisis.



6. Create Strategic Impact

Translate capability into growth, partnerships and expansion.

WHAT YOU'LL EXPLORE

Programme Themes

- Corporate Diplomacy Fundamentals
- Geopolitical & Country Risk Analysis
- Strategic Intelligence and Government Relations
- Stakeholder Diplomacy and Social Licence to Operate
- Reputation Management and Crisis Leadership
- Cross-Cultural Intelligence and International Negotiation
- Market Entry Strategy and International Partnerships
- Executive Toolkits and Practical Frameworks
- Regional Deep-Dive: China–Africa Business Diplomacy

THE DIFFERENCE

What Makes This Programme Different

Most leadership programmes teach these disciplines separately. This masterclass integrates them into one applied framework — International Relations, Business Strategy, Diplomacy, Leadership, Negotiation, Cross-Cultural Intelligence and Geopolitical Analysis — so participants leave with practical tools and strategies they can use immediately, not just theory.

“

Corporate Diplomacy is a capability, not a credential, and it is best built before a crisis makes it necessary. ”

— Prof. Witold Henisz

WHAT YOU'LL LEAVE WITH

Learning Outcomes

- ✓ Understand today's geopolitical business environment
- ✓ Identify and manage non-market risks
- ✓ Build stronger stakeholder relationships
- ✓ Engage confidently with government and regulators
- ✓ Lead across cultures and negotiate more effectively internationally
- ✓ Strengthen organisational reputation and protect licence to operate
- ✓ Develop successful market-entry strategies and strategic partnerships
- ✓ Lead organisations through uncertainty and complexity

THE RETURN

The Business Value

Organisations that build Corporate Diplomacy capability are better positioned to enter new markets with confidence, reduce political and regulatory risk, and strengthen the trust that underpins long-term stakeholder relationships. In practice, this translates into more resilient decision-making under pressure, a stronger licence to operate in sensitive markets, and partnerships that hold up when conditions change — turning a leadership capability into a durable competitive advantage.



WHO'S TEACHING

Faculty & Credibility

For over seven decades, AFS Interculture South Africa has built its reputation on developing globally minded leaders through international education and intercultural learning, grounding in cross-cultural fluency that most corporate strategy programmes lack. Together with Global Connect, AFS Interculture South Africa has designed a Corporate Diplomacy Masterclass that extends heritage into the executive space, with sessions co-designed and delivered alongside leading practitioners from international business, government relations, business schools and diplomatic backgrounds.



Mr Pieter Snyman

*Strategic Foreign Policy & Diplomatic Affairs
Facilitator and Consultant*

Strategic advisor specializing in geopolitics, international market entry, and cross-border partnerships.



Dr Thabo Mosala

*Leadership & International Strategy
Facilitator and Consultant*

International strategist, business coach, and academic expert in digital innovation and leadership



Mr. Freddy Panggabean

*Chargé d'Affaires,
The Republic of Indonesia*

Indonesian Chargé d'Affaires, global affairs strategist and expert in socio-cultural diplomacy and international relations

“

In the 21st century, the best leaders will be those who can build bridges across cultures, markets, and ideologies.”

— Mr. Joseph Nye

HOW IT RUNS

Delivery Format

Executive Masterclass in a two-day in-person intensive interactive discussion, real-world case studies, simulations and group exercises, followed by a 90-day executive toolkit: structured prompts and check-ins that help participants apply the frameworks to a live decision in their own organisation. This extends the impact of the programme well beyond the two days in the room.

- Interactive executive discussions
- Real-world case studies and practical simulations
- Strategic frameworks and executive toolkits

ABOUT US

About AFS Interculture South Africa

AFS Interculture South Africa is a non-profit dedicated to developing globally minded leaders through intercultural education and cross-cultural collaboration. As part of the global AFS network operating in more than 100 countries, we have spent decades helping individuals and organisations build the knowledge, skills and understanding needed to thrive in an increasingly interconnected world. Our mission is to create a more just, peaceful and collaborative society by developing people who can lead across cultures and navigate complexity with confidence.

Building on this heritage, AFS has expanded its expertise beyond youth exchange into executive education through initiatives such as the Corporate Diplomacy Masterclass. The programme equips business leaders with the capabilities to navigate geopolitical uncertainty, engage diverse stakeholders, build trust across cultures and identify opportunities in new markets.

About Global Connect Education

Global Connect Education is a purpose-driven education and leadership consultancy committed to equipping individuals, organisations and institutions with the skills, mindset and global competencies needed to thrive in an increasingly interconnected world. Through strategic partnerships with industry, academia and international organisations, we design and deliver transformative learning experiences that bridge the gap between education and the future of work.

Our collaboration with AFS Interculture South Africa on the Corporate Diplomacy Masterclass reflects our shared commitment to developing globally competent leaders who can navigate cultural complexity, build meaningful international partnerships and lead with confidence, influence and integrity in today's dynamic global landscape.

We believe that sustainable success is achieved by doing business together, growing together and rising together — creating partnerships that deliver shared value, unlock opportunity and build lasting impact for organisations, communities and future generations

READY WHEN YOU ARE

Next Steps

Corporate Diplomacy is a capability, not a credential — and it is best built before a crisis makes it necessary.

NEXT COHORT

November 2026 · Johannesburg, South Africa

Investment: R29,999.00 · Group and in-house rates available

To reserve a seat or discuss an in-house cohort:

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