

WHARTON EXECUTIVE EDUCATION PRESENTS:

Corporate Diplomacy: Reputation and Crisis Management

PROGRAM OVERVIEW

The financial and reputational damage a public relations crisis can cause a corporation can be catastrophic, especially for organizations moving into emerging or foreign markets. Managing the risk starts months and even years before these situations arise, and involves much more than lobbying or corporate social responsibility alone.

Corporate Diplomacy: Reputation and Crisis Management is designed to strengthen the strategic capabilities of senior executives who have to build, save or salvage the reputation of their company or organization. In today's highly mobile and social media-connected global marketplace, avoiding, mitigating and managing potential public relations disasters requires managers to master the science (and art) of diplomacy and to integrate it into their core business strategy and processes.

The program culminates with an opportunity for participants to actually manage a crisis, by interacting with a sophisticated and realistic software based simulation in which they take crisis action plan decisions, issue press releases, communicate with stakeholders via email, phone, meetings and videoconferences, organize press conferences, as well as carrying out trust-building actions that affect how stakeholders judge their company.

SESSION TOPICS

- Stakeholder Mapping & Analysis
- The Business Case for Corporate Diplomacy
- Emotional Intelligence & Building Trust
- Influence & Persuasion
- Crisis Communication
- Organizational Culture

WHO ATTENDS THIS PROGRAM

Corporate Diplomacy: Reputation and Crisis Management is for senior executives whose firms are struggling with political & social challenges in their global value chains leading to reputational crises of material impact.

Corporate Diplomacy: Reputation and Crisis Management

Oct. 20-24, 2014
Philadelphia, PA, USA
Price: \$6,950

FOR MORE INFORMATION:

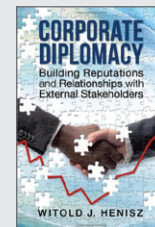
+1.215.898.1776 (worldwide)
execed@wharton.upenn.edu (email)
www.WhartonCorporateDiplomacy.com

FACULTY



Witold Henisz, PhD
Faculty Director

Deloitte & Touche Professor of Management, in Honor of Russell E. Palmer, former Managing Partner; The Wharton School



TESTIMONIAL QUOTES

“Corporate Diplomacy should be must-reading for all CEOs and forward-thinking C-suite executives concerned with creating

and defending the inherent value of their corporate and personal reputations in the Reputation Economy.”

— **Dr. Charles J. Fombrun, Chairman, Reputation Institute**

“With trust in corporations at all-time lows and the importance of business and society issues at all-time highs, Corporate Diplomacy shows how systematic but practical engagement with stakeholders can address both problems.

— **Ben W. Heineman Jr., former GE SVP for Law & Public Affairs**