# Global Business Leadership & International Relations Course

25 – 29 April 2027
Tunis (Tunisia)



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**Ref:** 322621_206519 **Date:** 25 – 29 April 2027 **Location:** Tunis (Tunisia) **Fees:** 4200 GBP

## Why This Course

Leading in a global business environment requires more than strong management skills. Today's leaders must understand cultural differences, geopolitical developments, international markets, global risks, and the connection between business, politics, diplomacy, and society.

Organizations operating across borders face complex challenges, including regulatory differences, cultural expectations, market uncertainty, supply chain disruptions, ethical dilemmas, and shifting geopolitical relationships. Effective global leaders need the ability to think strategically, communicate across cultures, negotiate with confidence, and make sound decisions in diverse and uncertain environments.

This intensive 1-week course equips participants with essential skills in global business leadership and international relations. Through practical frameworks, case studies, simulations, and interactive discussions, participants will learn how to lead multicultural teams, analyze global opportunities and risks, and navigate the realities of international business with greater confidence and strategic awareness.

## What You'll Learn and Practice

By joining this program, you will:

- Understand global business dynamics and their impact on organizational decisions.
- Explore the relationship between international relations, politics, diplomacy, and business.
- Develop cultural intelligence for leading and working across borders.
- Strengthen cross-cultural communication and negotiation skills.
- Analyze geopolitical factors affecting international markets and business strategy.
- Understand global governance structures and the role of international organizations.
- Apply strategic planning tools in a global business context.
- Assess risks and opportunities in international markets.
- Explore global supply chain, market entry, and expansion strategies.
- Lead diverse and multicultural teams effectively.
- Manage conflict and build collaboration in international settings.
- Prepare for emerging trends, technological disruption, sustainability demands, and global uncertainty.



## The Program Flow

### Day 1: Foundations of Global Business Leadership

- Introduction to the global business environment.
- Understanding globalization, international markets, and cross-border business dynamics.
- Cultural intelligence and cross-cultural management.
- Global leadership theories and practical leadership approaches.
- Leading with awareness in diverse cultural contexts.
- Ethical considerations in international business.
- Practical exercise: Assessing your global leadership and cultural intelligence profile.

### Day 2: International Relations and Geopolitics

- Fundamentals of international relations theory.
- Understanding the role of states, institutions, markets, and non-state actors.
- Geopolitical analysis and its impact on business decisions.
- Global governance structures and international organizations.
- Diplomacy, trade relations, sanctions, regional alliances, and international cooperation.
- Case studies in international diplomacy and business impact.
- Workshop: Analyzing a geopolitical issue and its business implications.

### Day 3: Global Strategy and Decision-Making

- Strategic planning in a global context.
- Evaluating international business opportunities and risks.
- Risk assessment and management in international markets.
- Global supply chain management and resilience.
- International market entry strategies.
- Balancing local adaptation with global consistency.
- Practical exercise: Designing a global market entry and risk assessment approach.

### Day 4: Cross-Cultural Communication and Negotiation

- Intercultural communication models and practical applications.
- Recognizing communication differences across cultures.
- Negotiation strategies across cultural and regional contexts.
- Managing global teams across time zones, languages, and expectations.
- Conflict resolution in international settings.
- Building trust and influence across borders.
- Role play: Conducting a cross-cultural negotiation scenario.



### Day 5: Future Trends and Challenges

- Emerging markets and new global business opportunities.
- Technological disruption in global business.
- Sustainability, corporate social responsibility, and responsible global leadership.
- Building resilience in global organizations.
- Responding to uncertainty, disruption, and shifting international dynamics.
- Developing a personal global leadership action plan.
- Final activity: Presenting a global business leadership and international strategy roadmap.

## Individual Impact

- Strengthen your ability to lead in international and multicultural environments.
- Improve your cultural intelligence and communication confidence.
- Build stronger negotiation skills for cross-border business situations.
- Enhance your ability to analyze global opportunities, risks, and geopolitical developments.
- Develop a broader understanding of international relations and their business relevance.
- Gain practical tools for strategic decision-making in global contexts.

## Work Impact

- Improve leadership effectiveness across international teams and markets.
- Strengthen cross-cultural collaboration and stakeholder engagement.
- Support better decision-making in global expansion, partnerships, and market entry.
- Improve organizational awareness of geopolitical and international business risks.
- Enhance negotiation outcomes and relationship-building across cultures.
- Build greater resilience and adaptability in global operations.

## Training Methodology

This program combines global business theory with practical leadership application. Participants will explore real international cases and apply tools to business scenarios involving culture, geopolitics, strategy, negotiation, and resilience. Learning methods include:

- Interactive discussions and guided facilitation.
- International business and diplomacy case studies.
- Cultural intelligence assessments and reflection exercises.
- Geopolitical risk analysis workshops.
- Global strategy and market entry simulations.
- Cross-cultural communication and negotiation role plays.
- Group projects, peer exchange, and facilitator feedback.
- Practical templates, frameworks, and action planning tools.



## Beyond the Course

Upon completion, participants will be better prepared to lead confidently in complex global environments. They will return ready to:

- Lead diverse and multicultural teams more effectively.
- Analyze global business opportunities and risks with greater clarity.
- Apply geopolitical insight to international business decisions.
- Communicate and negotiate across cultures with confidence.
- Build stronger international partnerships and professional networks.
- Support resilient, ethical, and strategically aware global business practices.

