دورة تدريبية في إتقان علاقات الشركات بالمجتمع وبناء الثقة المستدامة

30 Nov - 04 Dec 2026

دبي

AGILE LEADERS
Training Center

دورة تدريبية في إتقان علاقات الشركات بالمجتمع وبناء الثقة المستدامة

المرجع: 36354_26281 التاريخ: 30 Nov - 04 Dec 2026 الموقع: دبي الرسوم: Euro 4500

Course Overview:

This course equips professionals with strategies to build trust, manage community expectations, and enhance corporate reputation through effective community relations. Participants will explore the "Neighbor of Choice" principle, focusing on fostering positive relationships with local communities. Key topics include assessing community needs, managing corporate-community interactions, and leveraging community relations for competitive advantage. Emphasizing corporate social responsibility, participants will learn to position their organizations as trusted members of the community while achieving their business goals.

Target Audience:

- Corporate Community Relations Managers
- Public Relations and CSR Managers
- Corporate Executives in Public Affairs
- Community Program Managers
- Corporate Social Responsibility Officers
- Marketing and Communications Professionals

Targeted Organizational Departments:

- Corporate Social Responsibility CSR
- Public Affairs and Government Relations
- Marketing and Communications
- Human Resources and Employee Engagement
- Compliance and Risk Management
- Environmental and Community Relations

Targeted Industries:

- Corporate and Business Enterprises
- Non-Profit Organizations
- Public Sector and Government Agencies
- Healthcare and Pharmaceutical Companies
- Energy and Environmental Services
- Educational Institutions

Course Offerings:

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

- Understand and apply the "Neighbor of Choice" principle in community relations.
- Assess community needs and align corporate practices with local expectations.
- Develop sustainable relationships of trust between corporations and communities.
- Manage corporate image and reputation to prevent conflicts and crises.
- Implement effective CSR and community support programs.
- Identify key community leaders and decision-makers for engagement.

Training Methodology:

This course uses interactive lectures, case studies, role-playing, and group discussions to enhance skills in managing community relations. Key methods include scenario-based learning and strategic planning workshops for hands-on practice.

Participants will learn best practices in community engagement through corporate case studies and expert feedback. Practical exercises like community assessments and stakeholder mapping will help apply concepts to real-world challenges.

Course Toolbox:

- Comprehensive ebook on Community Relations Strategies
- Case Studies on Corporate-Community Partnerships
- Templates for Community Engagement Plans
- Checklists for Crisis Management and Reputation Building
- Guideline Templates for Effective Corporate Social Responsibility CSR Programs

Course Agenda:

Day 1: Foundations of Community Relations

- Introduction to Community Relations and Corporate Responsibility Topic 1:
- The "Neighbor of Choice" Principle and Its Importance Topic 2:
- Understanding Community Expectations and Corporate Reputation Topic 3:
- Basics of Community Needs Assessment Topic 4:
- Aligning Corporate Goals with Community Values Topic 5:
- Identifying Stakeholders and Building Trust Topic 6:
- Reflection on the strategic role of community relations in corporate success Reflection & Review:

Day 2: Developing Sustainable Corporate-Community Relations

- Conducting Comprehensive Community Assessments Topic 1:
- Building and Maintaining Relationships of Trust Topic 2:
- Strategies for Effective Community Engagement Topic 3:
- Identifying Community Leaders and Influencers Topic 4:
- Managing Corporate Image within the Community Topic 5:
- Addressing Social Responsibility and Ethical Practices Topic 6:
- Analysis of successful corporate case studies in community relations Reflection & Review:

Day 3: Managing Community Issues and Corporate Impact

- Identifying and Responding to Community Issues Topic 1:
- Corporate Responsibility in Community Problem-Solving Topic 2:
- Community Crisis Management and Corporate Response Topic 3:
- Handling Public Feedback and Community Concerns Topic 4:
- Leveraging Community Support Programs for Reputation Topic 5:
- Corporate Ethics and Accountability in Community Relations Topic 6:
- Discussion on practical steps for conflict resolution and crisis prevention Reflection & Review:

Day 4: Building Competitive Advantage through Community Programs

- Leveraging Community Programs for Corporate Success Topic 1:
- Developing and Evaluating CSR Initiatives Topic 2:
- Establishing Community Partnerships and Alliances Topic 3:
- Using Community Engagement to Drive Business Goals Topic 4:
- Measuring the Impact of Corporate Social Responsibility Programs Topic 5:
- Promoting Sustainable Development within Communities Topic 6:
- Interactive workshop on integrating CSR with corporate strategy Reflection & Review:

Day 5: Shaping a Social Vision for Long-Term Impact

- Crafting a Social Vision Aligned with Corporate Values Topic 1:
- Creating Community Programs for Long-Term Impact Topic 2:
- Evaluating and Reporting Community Relations Success Topic 3:
- Building Resilient Corporate-Community Relationships Topic 4:
- Using Community Relations as a Competitive Advantage Topic 5:
- Finalizing Community Relations Strategies and Action Plans Topic 6:
- Summary and action planning for implementing community relations initiatives in participants' organizations Reflection & Review:

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How This Course is Different from Other Community Relations Courses:

This course emphasizes the "Neighbor of Choice" principle, viewing corporations as trusted community members rather than external entities. It provides strategies for managing community expectations, crisis response, and leveraging CSR programs for competitive advantage. Participants will gain practical methods for assessing community needs, identifying stakeholders, and implementing programs that align with corporate objectives. Attendees will leave with actionable insights for building sustainable corporate-community relationships.

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فئات الدورات التدريبية

الدورات التدريبية في مجال البيئة والاستدامة

دورات إدارة الجودة وتطوير العمليات

دورات إدارة و تحليل البيانات ودورات علم البيانات

دورات إدارة و تطوير الموارد البشرية

دورات الأمن السيبراني ودورات تقنية المعلومات

دورات الاتصال الجماهيري و السياسات والعلاقات العامة

دورات التدريب القانوني والمشتريات والتعاقدات

دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات

دورات الحوكمة وإدارة المخاطر والامتثال

دورات السكرتارية و إدارة المكاتب

دورات الصحة والسلامة والأمن المهني

دورات الصيانة ودورات المجالات الهندسية المتنوعة

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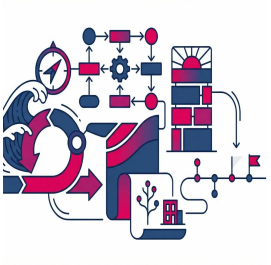
فئات الدورات التدريبية

دورات المحاسبة و التمويل و دورات الإدارة المالية

دورات المهارات الشخصية وتطوير الذات

دورات في مجالات القيادة والإدارة

دورات معتمدة من قبل هيئات دولية



دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقة

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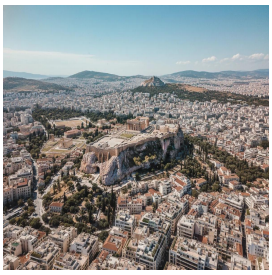
مدن التدريب

أبوظبي - الإمارات العربية المتحدة



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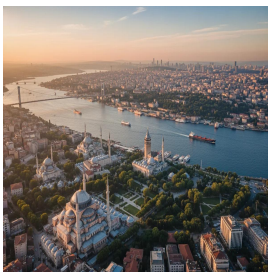
أكرا - غانا

أمستردام - هولندا



اسطنبول - تركيا

الجبيل - المملكة العربية السعودية

الدار البيضاء - المغرب

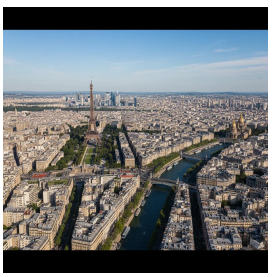
الدوحة - قطر

الرياض - المملكة العربية السعودية

القاهرة - مصر

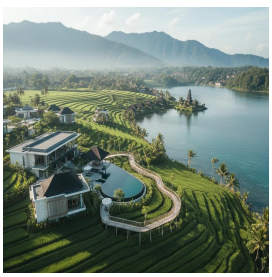
الكويت - الكويت

المنامة - مملكة البحرين

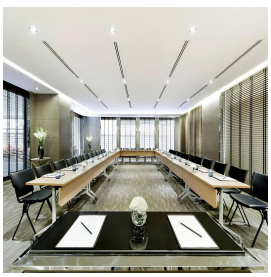


باريس - فرنسا

باكو - أذربيجان



بالي - جمهورية إندونيسيا



بانكوك - تايلند

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مدن التدريب

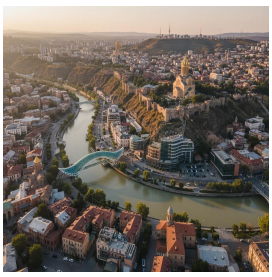
براغ - جمهورية التشيك

برشلونة - إسبانيا

برلين - ألمانيا

بورتو - البرتغال

بوكيت - تايلاند



تبليسي - جورجيا

تورنتو - كندا

جاكرتا - جمهورية إندونيسيا

جنيف - سويسرا

جوهانسبرغ - جنوب إفريقيا

دبي - الإمارات العربية المتحدة

روما - إيطاليا

زنجبار - تنزانيا

سان دييغو - الولايات المتحدة الأمريكية

سنغافورة - سنغافورة

سيول - كوريا الجنوبية

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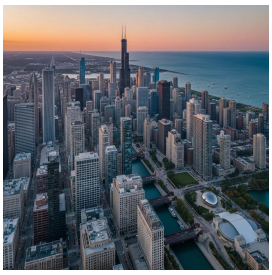
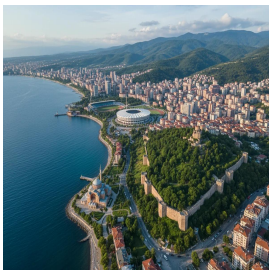
مدن التدريب

شرم الشيخ - مصر

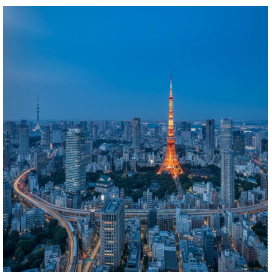


شيكاغو - الولايات المتحدة الأمريكية



طرابزون - تركيا

طشقند - أوزبكستان

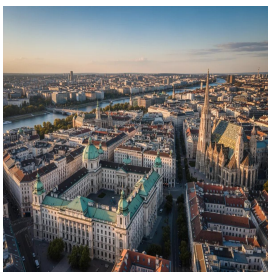


طوكيو - اليابان

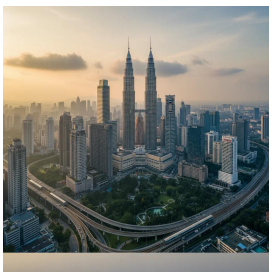
عمان - المملكة الاردنية الهاشمية

عن بعد - منصة زووم

فرانكفورت - ألمانيا



فيينا - النمسا



كواللامبور - ماليزيا

كيب تاون - جنوب إفريقيا

لانكاوي - ماليزيا

لشبونة - البرتغال

لندن - المملكة المتحدة

ماربيا - اسبانيا

مدريد - إسبانيا

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مدن التدريب

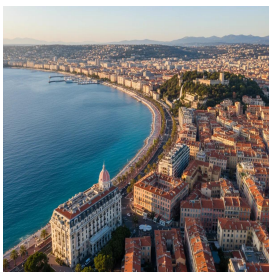
مسقط - سلطنة عمان

مونترو - سويسرا

ميلان - إيطاليا

ميونخ - ألمانيا

نيروبي - كينيا



نيس - فرنسا

نيويورك - الولايات المتحدة الأمريكية

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.

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