



## دورة تدريبية في إتقان علاقات الشركات بالمجتمع وبناء الثقة المستدامة



**AGILE LEADERS**  
Training Center

16 - 20 Mar 2027  
كوالالمبور



## دورة تدريبية في إتقان علاقات الشركات بالهتجوع وبناء الثقة الهستداهة

الرجع: 36354\_26297 التاريخ: 16 - 20 Mar 2027 الوجود: كواللهبور الرسور: Euro 5200

### 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 Reflection & Review: •
- participants' organizations

## 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.



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السيبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



دورات معتمدة بشهادة CPD



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
الهائية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية



دورات معتمدة من قبل هيئات دولية

## مدن التدريب



اسطنبول - تركيا



أمستردام - هولندا



أنقرة - تركيا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلاند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - اسبانيا



روما - ايطاليا



دبي - الامارات العربية المتحدة



جوهانسبرغ - جنوب افريقيا



جنيف - سويسرا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة  
الامريكية



زنجار - تنزانيا



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الامريكية

## مدن التدريب



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



ماربيا - اسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



ميلان - إيطاليا



مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



ميونخ - ألمانيا

# 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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