

4th Winter Academy: 17 - 27 November, 2024

Basel, Switzerland

I Trainer: Mr. Pascal Gemperli from Switzerland

2 Whole Class Days by During 18 - 19 November, 2024

Pascal holds a Master's degree in Peace and Conflict Studies and is a court-sworn Mediator. For over 15 years, he has provided negotiation and mediation services to individuals, companies, and organizations, including political entities. Pascal co-leads the Swiss French section of the Swiss Chamber for Commercial Mediation, overseeing a basic mediation training program. He also serves as an associated conciliation judge for family matters. As a co-founder of the NGO ae-Center, he designs and facilitates negotiation, mediation, and facilitation processes for stakeholders in North Africa. Additionally, he plays a prominent role in the Muslim community federation in Switzerland. Pascal has been a member of the legislative council of the city of Morges for nearly 15 years. His diverse experiences span business mediation, intercultural mediation, and political negotiation across various levels.



Day 1 Topic: Mediation & Negotiation

Drawing on cutting-edge tools and the participants as well as the trainers' expertise, participants will discern distinctions among methods such as mediation, negotiation, facilitation, and conciliation. They will grasp how and when to deploy these approaches, as well as gain insights into predicting conflict dynamics and responding adeptly in their unique contexts. Based on case studies and role-play simulations, participants will craft and execute personalized mediation/negotiation processes. This practical exercise will foster discourse on particular challenges in mediation/negotiation, including power differentials, cultural nuances, and temporal considerations like conflict readiness for mediation/negotiation.

Methodologies

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| A) Lectures & Theory | B) Group Works & Presentations | C) PowerPoint Presentations |
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Day 2 Topic: Conflicts Resolution

Expanding upon the foundational skills of Day 1, participants will immerse in the advanced aspects of conflict resolution. The day's agenda is designed to deepen the understanding of complex conflict dynamics and effective resolution strategies. Participants will engage in nuanced conflict analysis, uncovering deeper layers and subtle nuances of disputes to enhance resolution approaches. This segment introduces advanced negotiation techniques, tailored for intricate and high-stakes scenarios, enriching the skill set acquired on Day 1.

This hands-on approach ensures practical application of the day's learnings, enabling participants to apply advanced techniques in real-world situations, thus solidifying their understanding and competence in conflict resolution.

This intensive two-day training is poised to significantly enhance participants' professional capabilities in the field. By mastering both foundational and advanced conflict resolution techniques, participants will be better equipped to handle a wide range of disputes they encounter in their work. The skills acquired in mediation, negotiation, and strategic communication will empower them to navigate complex interactions more effectively. This training will not only improve their ability to analyze and resolve conflicts but also enhance their overall communication and leadership skills.

Incorporating these methods into their daily practices will lead to more successful outcomes in negotiations, improved relationships with stakeholders, and a stronger capacity for managing team dynamics. The exposure to cultural nuances and ethical considerations in conflict resolution will also broaden their professional perspective, making them more adaptable and sensitive to diverse environments. Ultimately, this training will provide participants with a comprehensive toolkit, enabling them to contribute more effectively to their organizations and make a positive impact in their respective fields.

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II Trainer: Ms. Elaine Kassanos from Switzerland

1 Whole & 1 Half Class Days in 20 - 21 November, 2024

Elaine Kassanos is a CFA (Chartered Financial Analyst) Charterholder. She taught CFA Institute Ethical and Professional Standards to Master students and professionals. She has also taught Business Ethics and International Relations courses at various universities in Switzerland. In the past, she worked as an Equity Analyst at asset managers/banks in the US and Switzerland. Elaine has a Bachelor degree (B.A.) from Tufts University, Medford, MA, US, in History and English. She also has a Master degree (Ed.M.) from Harvard University Graduate School of Education, Cambridge, MA, US, in Administration, Planning, and Social Policy.



Day 1 Topic: Social Responsibility & Ethics

Present different philosophical approaches to Ethics such as Kant, Utilitarianism, Egoism, Virtue Ethics, Natural Law, Kohlberg, Gilligan, Rawls, etc. Explain in full the basic concepts of each approach with discussion and examples. Examine in depth the stages of Kohlberg's Moral Development, break into groups, and ask participants to practice with ethical dilemmas, such as the Heinz Dilemma. Engage the participants in providing their own examples/observations from work and personal situations. Participate in debates using the different approaches. Provide an issue/example, split the class in two, give them time to develop arguments, and then have an orderly debate. Ask/encourage them to use different ethical approaches in developing their responses by asking "How would an Egoist view such a situation?" Develop the positive and negative aspects of each ethical approach in these exercises.

Present Corporate Social Responsibility, UN Global Compact, and other contemporary frameworks for social responsibility. Examine companies' reports of Social Responsibility, and how they measure themselves against UNGC, GRI, and other standards. Solicit participants' opinions on whether institutions are adhering to the standards of Social Responsibility. Provide positive and negative examples/case studies in history (JNJ, Tylenol, Enron, Tyco, Madoff, Wirecard, etc. Explore whether case studies in the classroom aid better conduct in society. Ask the participants to brainstorm about what may help stop scandals in the public and private sectors.

As stated, participants may be presented with ethical challenges in different settings. This course assists in preparing them for when situations arise.

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Day 2 Topic: Cross-Cultural Communication, Diversity & Inclusion

Cross-Cultural Relations is an important topic in our international settings. It is essential that first listening occurs among many individuals and groups. We will start with Dutch researcher Dr. Geert Hofstede's Six cultural dimensions that developed from his work at a large multinational company. The categories include Power Distance; Individualism vs. Collectivism; Masculinity vs. Femininity; Uncertainty Avoidance; Long vs. Short Term Orientation; Indulgence vs. Restraint. It is a method to view cultural dimensions in organizations and certainly not the only way. There have been critiques and suggestions for new approaches. Diversity and Inclusion will also be integrated into these discussions.

Applying Hofstede's dimensions in different case studies and personal experiences will be the emphasis of the second part. The new approaches include thinking in a local context and understanding that culture is a very broad term, and one model cannot be applied in all situations. Understanding new research approaches and debating them will be undertaken.

A return to Hofstede's dimensions will set the stage for breaking into groups and thinking about the best ways to listen to others. Consideration will be given to other cross-cultural models to examine if they better enable others to listen and hear what others are contributing. We will brainstorm about barriers to a positive sharing environment, and what new guidelines can aid cross-cultural interaction.

As stated, participants may be presented with cross-cultural challenges in different settings. This course assists in preparing them for when situations arise.

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III Trainer: Mr. Joe Gerade from Malta

2 Whole Class Days in 22 - 23 November, 2024

Joe Gerada holds a Master degree in Mediation from IUKB (Suisse), is a fellow of the Chartered Institute for People Management UK and a warranted Social Worker. He is the former President of the Social Cohesion Committee of the Council of Europe. He coordinated various groups at the Council of Europe to develop recommendations for the Committee of Ministers including a report on the transition to a carbon neutral economy and its implications to social policy. He held senior positions in several public institutions in Malta, as well as, in private and voluntary organizations. He is currently the Chairperson of the Employment Tribunal in the Maltese judicial system and Chairperson of the Children's Review Board for children in Care in Malta. Joe Gerada sits on several boards of directors and consults for private organizations in change management as well as engages in coaching and training for managers. He lectures on public policy at the Faculty of Economics and Management at the University of Malta



Day 1 Topic: Human Resources Management

HR as a prime mover for change and organizational development.

Competition can copy your organizational structure, reproduce your products, seek financial support as much as if not even better than you. However, the only area where they cannot copy or rival you is in the way you nurture and lead talent in your organization which is the only factor that really gives you the competitive edge on your competition. Acquiring the skills to attract and retain talent is the critical success factor for any business or voluntary activity.

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Day 2 Topic: Strategic Leadership

People do not want to be managed but they want to be led.

It has been said that authority flows to the one who knows, but knowledge and experience are not the only attributes for a successful strategic leader. Leaders may be developed but not all to the same level of expertise. However, what is clear is the fact that leadership ability is about several clearly identifiable issues, including, sharing the risks and hardships, encouraging people in difficult times, and reminding people of the higher purpose of the organization.

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IV Trainer: Mr. Tomas Kolomazník from Czech Republic

2 Whole Class Days in 25 - 26 November, 2024

Tomáš worked at the Czech Ministry of Defence, Foreign Liaison Office as the department's head; he was responsible for bilateral cooperation. He participated in the International Training Course at the Geneva Center for Security Policy, 2000 – 2001. From 2001 – 2005, he worked as the deputy head of the bilateral department at the Security Policy Division. He was responsible for the Euro-Atlantic region. After leaving the Ministry of Defence, he worked in market research and security. He deals with globalization, security policy, cyber defence, and defence industry issues. He currently works as CEO and co-founder of the Center for Security Consulting. He leads training projects, publishes on security policy and participates in various international projects. Recently, he has been working on strategic communication, disinformation and media skills.



Day 1 Topic: Public Policy, Advocacy & Effective Campaigns

This topic focuses on the current trends in public policy and advocacy. We will introduce how much public policy and advocacy have changed in the current era, which we call the period of “poly-crisis” and what this means for the global and regional levels. We focus on the key players within this ecosystem at present. The goal is to show on individual case studies how efficiency can be ensured in promoting the interests of the state or organizations.

Participants will learn how it is possible to promote the interest of the organization, state institutions, political parties, and NGOs within various forums. Furthermore, what tools can be used to be effective and comply with legal standards and ethical codes. They will acquire the skills to run effective campaigns to advance political goals.

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Day 2 Topic: Working with Media, Public Relations & Communication Skills

There is the main focus on orientation in the new trends in media, especially in digital platforms and social networks. What is an “omnichannel” campaign and how to use it effectively. The goal is to show the advantages and limits of digital platforms compared to traditional media. Based on concrete examples, will be shown how communication took place within the framework of crisis conflicts.

Participants will better understand the current media world, especially in the era of the digital platforms and social media. They will gain knowledge and skills of how to communicate with the media in various situations. Participants will also learn how to plan media campaigns in different channels, especially on digital platforms.

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