

The DAOC Advantage™
Global Outlook. Real-world Impact. Caribbean Minded.™

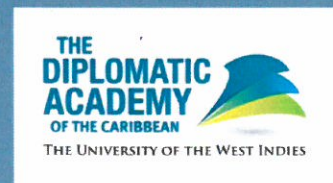
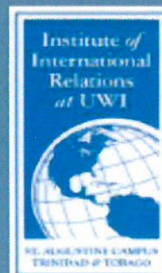
Certificate of Training in

The Art of Corporate and Diplomatic Communication

PROSPECTUS

Foundation Level

Practical and Professional Skills for the Diplomacy Practitioner



- I. Are you a *graduate student* or have *recently completed postgraduate studies* incorporating multidisciplinary formal training in politics or economics or public/business administration or policy analysis or culture and society, drawing upon a Caribbean perspective or regional focus?
- II. Are you of the view that, while you have broad exposure to and knowledge of key disciplinary concepts, theories and debates at an advanced level, as you plan to fast-track a career path or, for those *young professionals* already in the job market with *some policy experience*, drive greater success and gain an *edge* in advancing a career in the public, private, or nonprofit sector (professional contexts wherein diplomacy looms large) you need to be equipped with relevant *practical and professional skills*?
- III. Are you looking for high-quality, immersive learning and short-term, hands-on practical training that *won't interrupt* your academic studies or career; rather, augment same, recalibrating your professional profile to cast you as a highly marketable international expert with in-depth, specialist understanding of *international affairs and contemporary diplomatic practice*?
- IV. Are you keen to gain relevant expertise by leveraging a *cohort network of like-minded peers*, as well as by having *direct access to scholar-practitioner facilitators* from within and outside of the Caribbean who are practiced professionals and, in some instances, faculty and other top-level experts associated with The University of the West Indies, including its renowned Institute of International Relations (IIR)?

If so, then the following **Diplomatic Academy of the Caribbean (DAOC)** credential is suited for you:

Certificate of Training in

The Art of Corporate and Diplomatic Communication

A Snapshot of The Diplomatic Academy of the Caribbean (DAOC)

For more information, please contact:
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The DAOC is the Caribbean's premier professional development-oriented diplomatic studies training centre



Location and Building

The Government of the Republic of Trinidad and Tobago contributed funds to a new building for the DAOC, which was officially opened on 21 August 2015. Located on the St. Augustine Campus of The UWI, the building adjoins the IIR.

The building plays host to the Academy's Secretariat and includes classrooms, breakout rooms, and a board room and television studio, among other amenities.

The DAOC

The DAOC is the Caribbean's premier professional development-oriented diplomatic studies training centre. The Diplomatic Academy is an integral part of The University of the West Indies St. Augustine Campus and the Campus' renowned Institute of International Relations (IIR), which was established in 1966 by agreement between the Government of Trinidad and Tobago and the Government of Switzerland.

Advent, Aims and Mandate

The DAOC was launched on 6 May 2014. Its realization stems from an exemplary partnership between The UWI St. Augustine Campus and the government of the day of the Republic of Trinidad and Tobago.

A first-of-its-kind, practitioner-focused centre, the Diplomatic Academy aims to provide high-quality, immersive learning and short-term, hands-on practical training in modern diplomacy education, as a complement to formal training and on-the-job training in that area.

Integral to the DAOC's mission is its commitment to help close human resources capacity gaps in international affairs and diplomacy in the Caribbean, by providing capacity-building and skills development training in diplomacy to up and coming diplomats and to aspiring diplomats from the Region.

This diplomatic learning and training facility also strengthens the University's capacities for research/analysis, knowledge-sharing, advocacy, and partnerships and dialogue on the relationship between diplomacy and the Caribbean broadly conceived, with the goal of helping to facilitate policy-relevant awareness-raising on international affairs issues of import (and that are topical) to the Region.



Format, Methodology, Means of Action

The DAOC's professional development-centric module-based or customized/tailor-made workshop teaching programmes, which are held over several days either on-campus or off-site, guide participants in honing their diplomatic capabilities. They impart the knowledge, essential (especially soft) skills, insights and networks needed of 'global thinkers' to fast-track a career path and drive greater success in the multi-focal profession of diplomacy.

The teaching programmes are interactive and, on an as-needs basis, they draw on a range of subject and area experts. While the programmes are situated in an academic or disciplinary context, the approach to teaching is analytical. It is practice- and teamwork-oriented *via* techniques such as the use of real-world case studies, peer mentoring and, on a case-by-case basis, study visits, among others. The means of action are four-fold: (i) innovative and experiential sharing and learning; (ii) simulations and advanced training methods; (iii) networking with superior local, regional and international expertise; and (iv) outreach beyond the Caribbean Community (CARICOM).

The DAOC Credential

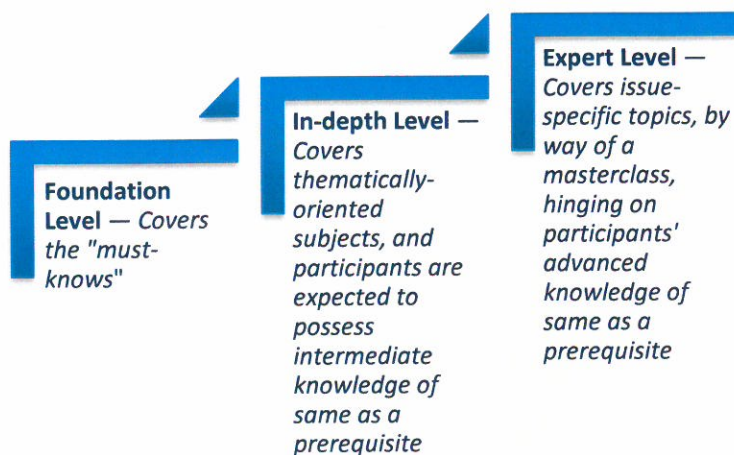
Certificate of Training/Participation.

The DAOC Advantage™

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About the *Certificate of Training in The Art of Corporate and Diplomatic Communication*

Typically offered as a four-day module, *The Art of Corporate and Diplomatic Communication* is one of a suite of cutting-edge training programmes, which span a recently established, multi-rung or three-tiered approach to learning at the DAOC, as follows:



As a *Foundation Level* offering, this non-credit module provides a grounding in *practical and professional skills* relevant to its titular reference, adding value to the resume of the *diplomacy practitioner*.

Module Description

Success in the art of 21st century corporate and diplomatic communication requires polished communication skills with very broad audiences. The power to influence, to effectively engage, and to form productive partnerships with others are closely linked to the ability to connect with audiences in a positive manner. Not only must messages be clear and persuasive, they must be delivered in a manner that conveys credibility. Corporate and Diplomatic Communication involves message clarity, in both speaking and writing, coupled with a positive perception of the communicator and his/her organization. Corporate and Diplomatic Communication uniquely requires the ability to win not only points or arguments, but also win trusted colleagues and associates and sustain strong collegial, professional relationships.

This module will provide practical knowledge and skill-building, thereby empowering participants to increase their capabilities with and control over both spoken and written communication. Its overall goal is to enhance the skill level in corporate and diplomatic communication regarding business writing, briefing skills, and serving as a corporate or diplomatic representative. Participants will create written documents and receive individual, detailed evaluations from the instructor and also deliver presentations and receive individual feedback and coaching. The main objective is for participants to significantly enhance their corporate and diplomatic communication skills.

The Diplomatic Academy derives its character from its global outlook, real-world impact and Caribbean mindedness which, in sum, constitute The DAOC Advantage™

Class of 2017-18 *by the numbers*

63% Women | Average Age: 24

Learning Objectives

The main takeaway for participants will be skills in:

1. Adapting to cross-cultural audiences;
2. Writing for persuasive effect;
3. Speaking with competence, credibility, and control;
4. Using social media appropriately; and
5. Serving as a corporate and diplomatic representative.

Expected Outcomes

At the end of the training, participants will be better able to:

- Adapt to Cross-Cultural Audiences;
- Create Core Messages;
- Reduce Speech Anxiety;
- Construct Persuasive Strategies for Maximum Effect;
- Deliver Effectively with Confidence and Control;
- Manage and Control Question and Answer Sessions;
- Listen Actively;
- Write in Plain, yet Diplomatic, Language;
- Master Polished Nonverbal Communication;
- Use Social Media Effectively and Appropriately;
- Represent the Mission or Corporation; and
- Communicate with Competence, Credibility and Professional Ease.

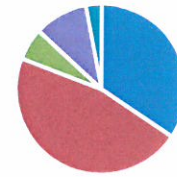
Certificate of Training

In recognition of the successful completion of this module, participants are conferred with a much sought-after Certificate of Training. To obtain the Certificate, participants must meet all training requirements. (*Admission guidelines are set out at Pg. 1: I & II.*)

Enrolment and Tuition

With regard to this module, open enrolment applies. Tuition fees, which include module materials, are structured to accommodate sponsored & unsponsored participants.

Sector Breakdown



- Public (incl. Int'l Org)
- Private
- Nonprofit
- Academic
- Other



SUSTAINABLE DEVELOPMENT GOALS

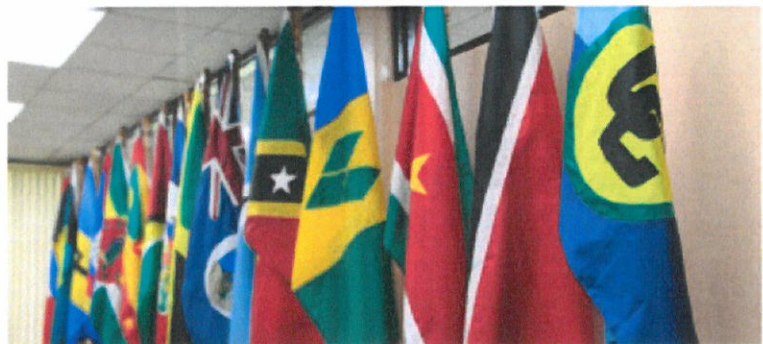
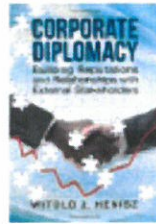
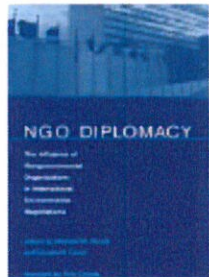


Photo courtesy of CARICOM Secretariat



The 15th Special Meeting of the Conference of Heads of Government of CARICOM, which was held on 3-4 December 2018, approved the St. Ann's Declaration on CSME. Photo courtesy of CARICOM Sec'y



The leaders of the four founder countries of CARICOM (Barbados, Guyana, Jamaica and Trinidad and Tobago) signing the Treaty of Chaguaramas, which established what was originally the Caribbean Community and Common Market on 1 August 1973.

Photo courtesy of CARICOM Sec'y



The leaders of seven Eastern Caribbean countries signing the Treaty of Basseterre, which established the OECS on 18 June 1981. Photo courtesy of OECS Commission

