



The Centre Asia
FOR CORPORATE PUBLIC AFFAIRS

MicroCert Program

Professional Development Modules

March 2025



Transforming Knowledge into Strategic Advantage

The exciting journey of continuous learning will help you cultivate a different mindset that embraces the opportunities from uncertainty and rapid change.

The **MicroCert Program** is recognized by the corporate affairs practitioners as a go-to solution for professionals seeking to stay ahead in the rapidly evolving corporate public affairs landscape. It's not just about learning—it's about transforming knowledge into strategic advantage.

Empowering Corporate Public Affairs Professionals with Targeted, Agile, and Industry-Relevant Expertise

The Centre for Corporate Public Affairs' MicroCert offerings are designed to equip professionals with the precise skills and knowledge needed to navigate the complexities of modern corporate public affairs.

Unlike traditional professional development programs, our MicroCert deliver:

1. Focused, Bite-Sized Learning:

- Concise, high-impact modules tailored to specific competencies in public affairs, stakeholder engagement, and corporate communication.
- Enables professionals to upskill quickly without disrupting their busy schedules.

2. Industry-Relevant Content:

- Curriculum developed in collaboration with leading public affairs practitioners and thought leaders.

- Real-world case studies and scenarios that reflect the latest trends and challenges in corporate public affairs.

3. Immediate Applicability:

- Skills and strategies that can be applied directly to current roles, driving measurable impact in stakeholder management, reputation building, and policy influence.
- Actionable insights that align with organizational goals and industry standards.

4. Flexibility and Accessibility:

- Modular, on-demand learning that fits into the flow of work.
- Accessible to professionals at all career stages, from emerging leaders to seasoned executives.

5. Credibility and Recognition:

- Backed by the Centre for Corporate Public Affairs' reputation as a trusted authority in the field.
- MicroCert are recognized by industry leaders, adding value to your professional credentials.

6. Networking and Collaboration:

- Opportunities to connect with a global network of public affairs professionals, fostering collaboration and knowledge sharing.
- Access to exclusive events, forums, and resources

EARN YOUR CERTIFICATE – MICROCERT MODULE

Each module consists of the following key elements:

- a) Pre-course dialogue and interviews;
- b) Team learning via virtual connection;
- c) Applying the concepts and methodologies learnt to your work assignment;
- d) Online One-on-One coaching; and
- e) Team read-outs and dialogue.

Micro-Certificate Professional Development Program (MCPDP)

There are 7 Corporate Public Affairs Domain Areas:

1. Corporate Brand and Corporate Reputation
2. Issues Management and Stakeholder Engagement
3. Sustainability – The Alphabet Soup of ESG, EHS, CSR AND DEI&B
4. Strategic Internal Communications & Crisis Communications
5. Effective Communication Skills
6. Managing The Corporate Public Affairs Function
7. Understanding Business for Corporate Public Affairs

Each module is competency-based, time flexible, and delivered via focused short courses online/onsite by industry experts.

The program is structured to **offer a 75% focus on practical application** exercises, case studies, presentations, scenario settings, individual exercises, case studies and syndicated discussions.

Be mission-ready today and equip your corporate public affairs practitioners to meet the challenges and changes of your business.

MicroCert Modules

Each module is competency-based, time flexible, and delivered via focused short courses online/onsite by industry experts.

And a selection of **53 professional development modules** to meet your specific needs. **Upon completion of a module, each participant will receive a certification for that specific module.**

Corporate Brand and Corporate Reputation

- 1) Managing public affairs across cultures and borders
- 2) Latest trends and developments in the corporate public affairs function internationally and across Asia
- 3) Brand and corporate reputation – why they matter
- 4) Corporate reputation stewardship – the role of corporate public affairs
- 5) Baseline reputation study and stakeholder dialogue

Issues Management and Stakeholder Engagement

- 6) Issues management: tools, concepts, and systems
- 7) Issues management – proactive issues management and stakeholder dialogue
- 8) Issues management – functional readiness: self-assessment tool kit
- 9) Best practices in stakeholder mapping
- 10) Trends and developments in corporate stakeholder engagement
- 11) Stakeholder engagement and its value to business
- 12) Effective stakeholder engagement: core competencies and behaviours
- 13) Government Affairs in Asia – what matters?
- 14) Policy development and advocacy planning – what are the steps to effective advocacy?
- 15) Best practices for working with industry associations in Influencing governments & regulators

Sustainability – the alphabet soup of ESG, EHS, CSR and DEI&B

- 16) Development of your corporation's Purpose and Sustainability strategy – what are the differences and what is the role of corporate public affairs?
- 17) Sustainability across your value/supply chain – what matters?
- 18) The E in ESG – climate change, biodiversity
- 19) The S in ESG – human rights

- 20) The G in ESG – beyond compliance. Why it matters?
- 21) Sustainability vs ESG, what are the differences? What is the role of corporate public affairs?
- 22) ESG and how to measure, report and communicate your progress? Avoid greenwashing
- 23) EHS (Environmental, Health and Safety) – why some companies do better than others? What are the deadly sins to avoid?
- 24) Corporate Social Responsibility – A framework for cooperation
- 25) CSR in Asia – best practices and case studies
- 26) Philanthropy and community investment – what matters?
- 27) University Relations – why it matters and what works?
- 28) Employee relations – workplace relations, unions, DEI&B, training and education

Strategic Internal Communications & Crisis Communications

- 29) Strategic employee relations and communications
- 30) Employee engagement and community investment
- 31) Senior leaders' communications – what works?
- 32) Risk and crisis communications – checklists and toolbox
- 33) Risk mitigation planning – what are the steps?

Effective Communication Skills

- 34) Effective communication skills
- 35) Effective presentation skills
- 36) Managing challenging stakeholders, what are the core principles and best practices?
- 37) SPIN – communication and engagement process
- 38) Effective Meetings and time management
- 39) Negotiation strategies - articulation and communication

Managing the Corporate Public Affairs Function

- 40) Articulate & communicate the value of the corporate public affairs function
- 41) Corporate public affairs strategy and planning
- 42) Corporate public affairs strategy formulation, strategy articulation & communication
- 43) Strategy-On-One-Page
- 44) Strategic quantification process – what matters?
- 45) Measurement, reporting and communicating the value of the Corporate Public Affairs function
- 46) Core competencies assessment and audit
- 47) Managing your career development, and how to be successful in public affairs

Understanding Business for Corporate Public Affairs

- 48) Understanding of business model
- 49) Supply chain mapping
- 50) Strategic Assumptions Surfacing Technique
- 51) Quality Leadership Process
- 52) Building a Market Focused Organization
- 53) Value proposition, value delivery system and communicating of value proposition

Centre's faculty

Head of Asia of The Centre will lead each of the programs and be responsible for the oversight and quality control of professional development program.

Mr. Joseph Fong will conduct professional development services in person and/or supplemented via teleconference. In addition, Centre's pool of diverse and distinguished guest faculty members will also be available to offer advisory and professional development modules in Bangkok, Hong Kong, Beijing, Shanghai, India, Jakarta, Japan, Manila, Singapore and across the region.

Class Size and Costs

Based on The Centre's experience in working with our members across the region, we would recommend a class size of 3-6 to optimise each individual's learning experience.

Program costs, (based on US\$5K per day, equivalent to eight consulting hours), will be determined by the selected mix of MicroCert Modules, the class size and the extent of one-on-one coaching required.

The program is structured to offer a 75% focus on practical application exercises, case studies, presentations, scenario settings, individual exercises, case studies and syndicated discussions.

In today's ever-changing environment, business executives are being tested in unimaginable ways.

Preparing, charting, and building the core competencies for the Corporate Public Affairs team is part of the due responsibility of any serious functional leader. This exciting journey of continuous learning will cultivate a different mindset that embraces uncertainty and rapid change. The Centre can be your partner in transforming you and your teams to greater success.

If you wish to know more about the professional development program we offer, please let me know.

Kind regards,

A handwritten signature in black ink that reads "Joe". The signature is written in a cursive, slightly slanted style.

Joseph Fong
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Centre for Corporate Public Affairs
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