

Exxon Mobil
Enhanced P&GA Communications and Advocacy Skills Training
April 7 – 11, 2025

Monday, April 7

7:00 – 8:30	Breakfast
08:30- 8:45	Course Introductions/Overview
08:45- 9:00	EM Senior P&GA Rep
09:00-10:15	Advocacy Communication Strategies – Part 1 Dealing with a changing landscape
10:15 – 10:30	Break
10:30- 12:00	Advocacy Communication Strategies - Part 2 Connecting with audiences, driving success
12:00 – 13:00	Lunch
13:00 -14:00	Stakeholder & Media Communications Coping with Conflict: Tools and Tactics
14:00 -14:15	Break
14:15 – 16:00	Practice: Putting LCS Messages To The Test Messaging in a simulated COP 30 meeting
16:00 – 16:15	Wrap Day, Set-up Next Day
	Free night

Tuesday, April 8

7:00 – 8:00	Breakfast
8:00 – 8:30	Reflections and Learnings <i>Review key takeaways and learnings</i>
8:30 – 9:45	LCS 101: Foundations of LCS <i>What the Lingo means</i> <i>Understanding LCS concepts for P&GA</i>
9:45 -9:55	Break
9:55 – 10:15	Making LCS Messages Your Own
10:15 – 11:00	Contributions: Making Them Matter
11:00 – 11:55	ExxonMobil Executive - LCS Discussion
11:55 -12:00	Group Photo
12:00 – 12:45	Lunch
12:45 -13:30	Tips For Your Trips <i>Cultural Nuances For Advocacy</i>
13:30 – 14:15	Discussion: Inside Advocacy At ExxonMobil
14:15- 15:15	Introduction to Atlantea <i>Brief on the opportunity</i> <i>Rules of the Simulation</i>
15:15 – 15:45	STORM Introduction
15:45 – 16:00	Wrap Day, Set-up Next Day
	Free Night

Wednesday, April 9

7:00 – 8:00	Breakfast
08:00-08:30	Case Update Q&A Session
08:30-09:20	Team Preparation Convince government to enter into direct negotiations without an open bid round
9:20- 9:30	Return to Juniper room
09:30-10:45	Role Play Selling the deal Meet with officials to propose directly-bid <u>Applying principles of persuasion</u>
10:45 -11:00	Decision on the Deal
11:00-11:15	Break
11:15 -12:00	Case Update Challenges in Atlantea
12:00 – 13:00	Lunch
13:00 -13:15	Q&A for Team Prep
13:15-14:30	Team Preparation & Coaching Plan for Stakeholder and Media Engagement
14:30 -17:30	Role Play Stakeholder Engagement Meet with key stakeholders <u>Advocating for desired outcomes</u>
17:30 – 17:45	Wrap Day, Set-up Next Day
17:45	Happy Hour (optional)

Thursday, April 10

7:00 – 8:00	Breakfast
08:00-08:30	Case Update <i>Public Pushback</i>
08:30-09:20	Team Preparation Adapt stakeholder engagement plans
09:20- 11:45	Role Play Second Chances Re-engage with selected stakeholders <u>Modify approach to gain desired outcome</u>
11:45 – 12:00	Return to the Juniper Room
12:00 -13:00	Lunch
13:00 -13:15	Case Update <i>As the World Turns</i>
13:15-14:10	Team Preparation Prepare for evolving stakeholder positions
14:10 -16:05	Role Play Finding Solutions Address Concerns of key stakeholders <u>Responding to Critical Issues</u>
16:10 - 16:40	Case Update <i>What Might have Been</i>
16:40 -17:20	Role Play <i>What Might have Been</i> Attaining goals through communication
17:20 – 17:30	Wrap Day, Set-up Next Day
17:30	EM Dinner

Friday, April 11

7:00 – 8:00	Breakfast
08:00 - 09:30	Lookback and Learnings Messaging that Matters
9:30 – 10:00	Course Evaluations Wrap up & Departure