



Exxon Mobil
Enhanced P&GA Communications and Advocacy Skills Training
February 16 - 20, 2025

Monday, February 16

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, February 17**

7:00 – 8:00	Breakfast
8:00 – 8:30	Reflections and Learnings <i>Review key takeaways and learnings</i>
8:30 -9:15	Discussion: Inside Advocacy At ExxonMobil
9:15- 9:45	Making LCS Messages Your Own – Part 1
9:45 -10:00	Break
10:00 – 10:25	Making LCS Messages Your Own – Part 2
10:25 – 10:55	Contributions: Making Them Matter
10:55 – 11:55	ExxonMobil Executive - LCS Discussion
11:55 -12:00	Group Photo
12:00 – 13:00	Lunch
13:00 -13:45	Tips For Your Trips Cultural Nuances For Advocacy
13:45- 14:45	LCS 101: Foundations of LCS <i>What the Lingo mean?</i> <i>Understanding LCS concepts for P&GA</i>
14:45- 15:30	Introduction to Atlantea Brief on the opportunity Rules of the Simulation
15:30 – 15:45	STORM Introduction
15:45 – 16:00	Wrap Day, Set-up Next Day
	Free Evening

**Wednesday, February 18**

7:00 – 8:00	Breakfast
08:00-08:30	Case Update Q&A Session
08:30-09:30	Team Preparation Convince government to enter into direct negotiations without an open bid round
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
13:00-14:15	Team Preparation & Coaching Plan for Stakeholder and Media Engagement
14:15 – 14:30	Logistics for Team Rotations
14:30 -17:30	Role Play Stakeholder Engagement Meet with key stakeholders Advocating for desired outcomes
17:30 – 17:45	Wrap Day, Set-up Next Day
17:45	EM Dinner

**Thursday, February 19**

7:00 – 8:00	Breakfast
08:00-08:30	Case Update Public Pushback
08:30-09:15	Team Preparation Adapt stakeholder engagement plans
09:20- 12:00	Role Play Second Chances Re-engage with selected stakeholders Modify approach to gain desired outcome
12:00 -13:00	Lunch
13:00 -13:15	Case Update As the World Turns
13:15-14:00	Team Preparation Prepare for evolving stakeholder positions
14:00 -16:15	Role Play Finding Solutions Address Concerns of key stakeholders Responding to Critical Issues
16:15 - 16:45	Case Update <i>What Might have Been</i>
16:45 -17:25	Role Play What Might have Been Attaining goals through communication
17:25 – 17:30	Wrap Day, Set-up Next Day
17:30 -19:00	Happy Hour (optional)

Friday, February 20

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