



The Centre Asia

FOR CORPORATE PUBLIC AFFAIRS



MicroCert Program

Transforming Corporate Affairs
into Strategic Advantage

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In today's volatile and fast-paced business environment, corporate affairs professionals must be agile, strategic, and mission-ready. The Centre Asia MicroCert Program is a best-in-class professional development initiative—designed to deliver unmatched value to practitioners, functional leaders, and corporations.

Why MicroCert Delivers Superior Value for Practitioners?

- **Strategic Empowerment**

Equip professionals with actionable skills to influence policy, manage reputation, and engage stakeholders.

- **Agile Learning for Real Impact**

Bite-sized, high-impact modules enable rapid upskilling without disrupting workflow.

- **Career Acceleration**

Build core competencies aligned with industry demands, positioning practitioners for leadership roles.

- **Global Recognition**

Certification from the Centre for Corporate Public Affairs enhances credibility across industries and borders.

Why MicroCert Is a Strategic Asset for Companies?

- **Mission-Ready Teams**

Practitioners emerge aligned with business priorities and equipped for stakeholder engagement, sustainability, and crisis management.

- **Cross-Industry Best Practices**

Exposure to diverse case studies fosters innovation and strategic thinking.

- **Talent Retention & Development**

The 18–24 month structure supports long-term growth and retention of top talent.

- **ROI-Driven Outcomes**

Immediate applicability ensures measurable impact on reputation, policy influence, and stakeholder relations.

What Makes MicroCert Methodology Uniquely Powerful?

Feature	Strategic Value
Bite-Sized Learning	Deep expertise delivered in short, focused formats
Flexible Delivery	Online, onsite, and on-demand formats for busy professionals
Business - Aligned	Content co-developed with industry leaders to reflect real-world challenges
Cross - Industry Learning	Syndicated discussions and case studies from diverse sectors
Mission-Ready Approach	75% practical application ensures immediate relevance and impact
One-on-One Coaching	Personalized guidance to maximize learning outcomes
Team Collaboration	Virtual team learning and read-outs foster shared growth and innovation

The Seven Pillars of Domain Expertise

Each domain area is curated to match the evolving imperatives of modern corporate public affairs:

1. Corporate Brand & Reputation
Global stewardship, stakeholder dialogue, brand strategy
2. Issues Management & Stakeholder Engagement
Proactive issue management, government affairs, advocacy planning
3. Sustainability & ESG
ESG, CSR, DEI&B, and value chain sustainability
4. Strategic Internal & Crisis Communications
Crisis readiness, employee engagement, senior leader communications
5. Effective Communication Skills
Presentation, negotiation, stakeholder management, time optimization
6. Managing the Corporate Public Affairs Function
Strategy formulation, value articulation, career development
7. Understanding Business for Corporate Public Affairs
Business models, supply chains, market focus, value proposition communication

With 53 targeted modules, each competency-based and time-flexible, the program ensures practitioners are equipped to lead with confidence and clarity. Each module is competency-based, time flexible, and delivered via focused short courses online/onsite by industry experts. 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

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.

A Smart Investment for Corporations, Leaders, and Practitioners

- For Corporations
Build a resilient, strategically aligned public affairs function that drives business value.
- For Functional Heads
Empower your team with best-in-class training that reflects global standards and local relevance.
- For Practitioners
Advance your professional journey with recognized credentials, practical skills, and strategic insight.

Program Structure & Investment

- Class Size: 3–6 participants per cohort for optimal learning
- Delivery: Online/onsite, modular format with coaching and team collaboration
- Cost: Based on US\$5K/day (8 consulting hours), tailored to module mix and coaching needs
- Focus: 75% practical application through case studies, exercises, and scenario-based learning

Partner with the Centre Asia

In an era of uncertainty and rapid change, continuous learning is essential. The Centre Asia MicroCert Program is your strategic partner in cultivating adaptability, resilience, and excellence.

Be mission-ready. Be future-proof. Be exceptional.

The Centre's Faculty & Consultants

Our faculty members are industry pioneers, regulatory experts, and business leaders shaping the future of corporate public affairs. For more information about the Centre's Faculty – please visit www.thecentreasia.org

Business Impact & Outcomes for Corporations

Investing in the Centre Asia MicroCert Program transforms your corporate affairs function from activity-driven to outcome-focused, delivering tangible business advantages:

I Accelerate Market Access in Regulated Industries

- Equip teams to navigate complex regulations and shape policy outcomes
- Forge trusted relationships with regulators, accelerating product approvals and licensing

II Safeguard Market Position for Brands & Franchises

- Build a proactive reputation-shield through real-time stakeholder monitoring and rapid issue response
- Fortify consumer trust with targeted communications that reinforce brand equity

III Mitigate Reputational & Operational Risk Across Asia

- Map and manage multi-tier supply-chain vulnerabilities before they escalate
- Embed crisis-ready protocols and scenario-based drills that minimize downtime and financial exposure

IV Drive Measurable ROI & Strategic Advantage

- Translate public affairs wins into revenue growth, market share gains, and cost savings
- Track performance through KPIs—policy wins secured, stakeholder sentiment uplifted, crisis response times reduced

V Future-Proof Your Business Against Disruption

- Cultivate an adaptive mindset that turns regulatory shifts, geopolitical changes, and ESG demands into competitive differentiators
- Integrate cross-functional insights—legal, compliance, operations—to align corporate affairs with overarching business strategy

By shifting from inputs and outputs to impact and outcomes, MicroCert enables your organization to unlock new markets, protect established assets, and de-risk operations across Asia's most challenging environments.

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,



Joseph Fong Head of Asia Centre Asia
for Corporate Public Affairs
Joseph.fong@the-centre-asia.com