



## Academic rigour and management relevance

A new teaching module bringing together  
*International Relations Education* and *Executive Business Education*.

### Why

Due Diligence of potential partners and market analysis is standard procedure when expanding business. The same should apply when looking at the political, economic and societal background of the geographical target of such expansion: *geopolitical due diligence* is thus part of overall evaluation of risks but also new business potential.

*Black swans*, unforeseen events nullifying all previous analysis and calculations, lose at least part of their sting with proper application of *geopolitical due diligence*, e.g. potential sanctions also against China in the wake of the war in the Ukraine.

### How

[Share-an-Ambassador](#)/geopolitical coaching (SaA) has teamed up with the Executive Education Programme of the renowned [Geneva Graduate Institute for International and Development Studies](#) to offer a combined teaching module of *fundamental executive business development (relevance)* on the one hand and *international relations education (academic rigour)* on the other. Based on its 100 years of experience, the Geneva Graduate Institute, collaborating for this purpose with reputed Business Schools (EMLyon; IMD, Lausanne), is ideally positioned to overcome the traditional separation in executive education between company-oriented best business practice and macroeconomic/geopolitical teaching.

The aim is a new gold standard in holistic executive education for present or future C-level business practitioners.

### What

Teaching modules of one/several days, held in Zurich and Geneva, in English, with a respective confirmation of attendance by the Graduate Institute.

The teaching faculty is composed of professors sourced by the Geneva Graduate Institute and the two Co-Founders of SaA.

*For further information, contact:*

#### **Daniel Woker, Dr. iur.**

Co-Founder, Share-an-Ambassador  
fmr. Ambassador of Switzerland  
fmr. Senior Lecturer U.of St.Gallen HSG  
[woker@swiss-ambashare.ch](mailto:woker@swiss-ambashare.ch), +41 79 557 32 83

#### **Philippe Welti**

Co-Founder Share-an-Ambassador  
fmr. Ambassador of Switzerland  
President, Economic Chamber Switzerland-Iran  
[welti@swiss-ambashare.ch](mailto:welti@swiss-ambashare.ch), +41 79 424 50 99

#### **Eliane Ballouhay**

Executive Director of Executive Education  
Geneva Graduate Institute  
[elianeballouhay@graduateinstitute.ch](mailto:elianeballouhay@graduateinstitute.ch), +41 22 908 45 05