

HOW TO ENGAGE WITH THE DIPLOMATIC COMMUNITY

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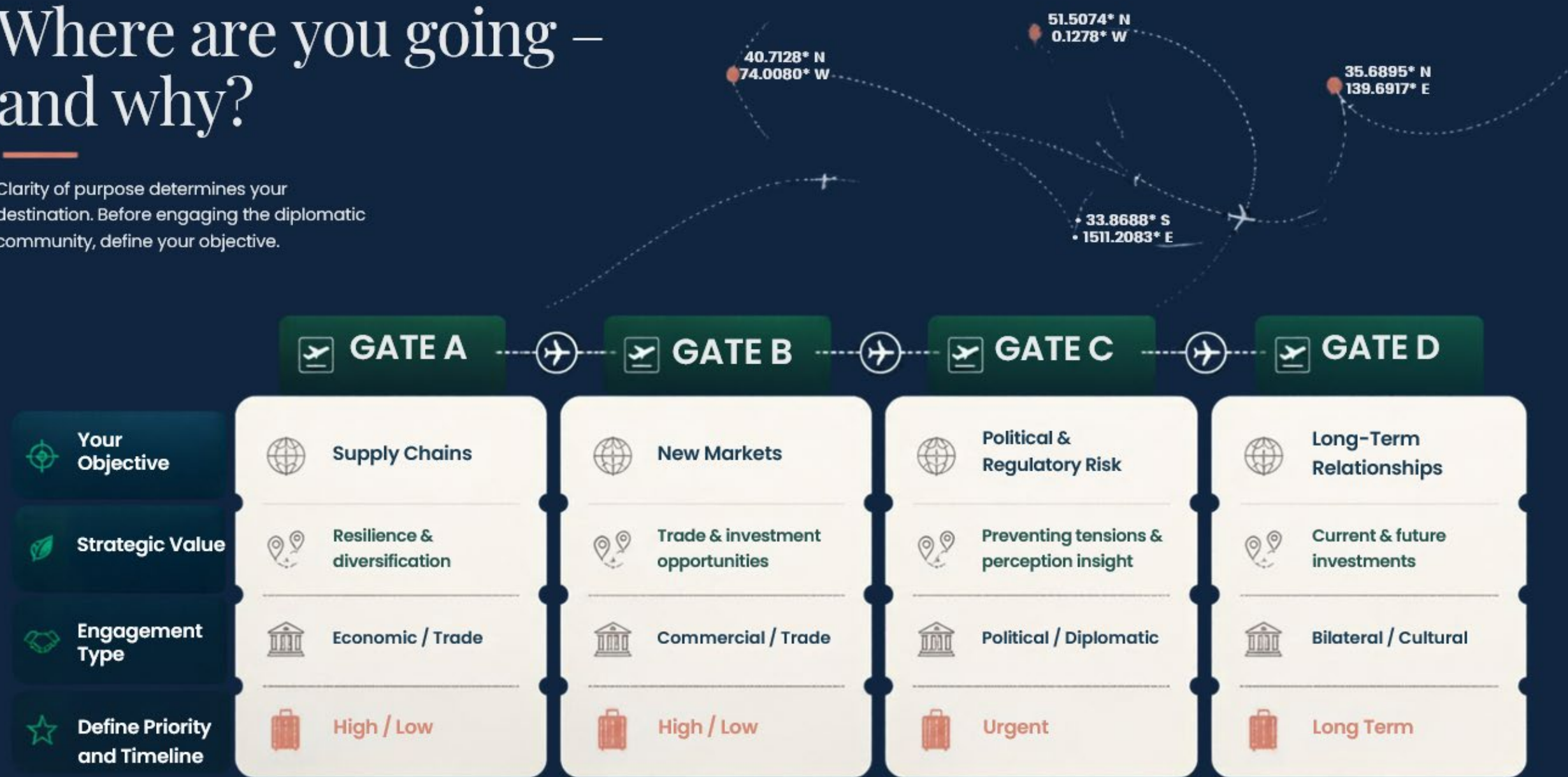
A practical guide

If you could fly
anywhere tomorrow,
where would you go?



Where are you going – and why?

Clarity of purpose determines your destination. Before engaging the diplomatic community, define your objective.



Study, get a map



THEY REPRESENT THE SAME COUNTRY —

BUT THEY ARE NOT INTERCHANGEABLE.



They functions are governed principally by different Vienna Conventions: diplomatic relations (1961) and consular relations (1963).

LE MONDE

國際情勢

الشرق الأوسط
سياسة من مخاطر حتمك

FOREIGN
AFFAIRS

TRAVELER PROFILE

Research the
person, not
just the title.

OBSERVE
UNDERSTAND
ENGAGE



CAREER



CONNECTIONS



MANDATE



INTERESTS



INFLUENCE

PROFILE POSSIBILITIES

Career diplomat • Political appointee • Former official
Business figure • Close leadership ties



THE TITLE TELLS YOU THEIR FORMAL
POSITION. THEIR HISTORY TELLS YOU
HOW THE RELATIONSHIP MAY WORK.

DISTINCTIONS &
CEREBRAL CREDENTIALS



CARNET
DE VOYAGE



Check out the crew

The Ambassador isn't always your target



**HIGH-LEVEL INFLUENCE /
IMMEDIATE POLITICAL ACCESS**
—
Captain / senior leadership



**TECHNICAL EXPERTISE /
CONTINUITY**
→
Less decision power,
more time, closer relation

What is your objective?
BUILD THE RIGHT RELATIONSHIPS.

AMBASSADOR



Captain /
Senior Leadership

DEPUTY CHIEF OF MISSION

Leadership –
Diversity of models

POLITICAL COUNSELOR

Policy & Bilateral
Relation

ECONOMIC COUNSELOR

Economic Analysis
& Partnerships
Technical Cooperation
& Project Support

COMMERCIAL / TRADE OFFICER

Trade & Investment
Facilitation

EXECUTIVE ASSISTANT

Logistical support
Holds the code

PUBLIC DIPLOMACY OFFICER

Culture, Media &
People Connections

*Leadership is important but it isn't always your
destination*





What are YOU bringing?

WHAT CAN YOU DO FOR THEM?



The best diplomatic
relationships are built
around **reciprocal value**.



VALUE TO
DECLARE

PASAPORTE
REPÚBLICA DE
COSTA RICA

ITINERARY

DAN JOFFE
WASHINGTON, D.C.

COSTA RICA
PARTNERS

BRIEFING NOTES



KEY PRIORITIES
OPPORTUNITIES
TALKING POINTS

CONNECTIONS

EXPERTISE

INVESTMENT

JOBS

INTRODUCTIONS

REGIONAL INSIGHTS

COMMUNITY
NETWORK

INTRODUCTIONS

INFORMATION

COMMUNITY

SOLUTIONS



Don't be the tourist who thinks they know the country.

LISTEN BEFORE YOU PITCH.

Priorities? Challenges?
Washington perspective?
Government needs? How can you help?



STAY ENGAGED.

RELATIONSHIPS ARE BUILT OVER TIME.



A GOOD FIRST MEETING SHOULDN'T
CLOSE EVERY LOOP.
IT SHOULD CREATE MOMENTUM
FOR THE NEXT ONE.

1



SHOW UP.

Be present at events, receptions, and forums — even when there's nothing immediate to gain.

2



REMEMBER.

Listen deeply and follow up. People remember how you make them feel.

3



CONTRIBUTE.

Share insights, make useful introductions, and add value before asking.

4



CONNECT.

Build genuine connections that create opportunities for everyone.

NEXT CONVERSATION.

Momentum creates more meaningful conversations.



"I'll introduce you to..."

"I'll send you..."

"Let me find out..."

"You mentioned X..."

"Let's continue that conversation..."

Diplomatic Engagement Is a Journey.

DON'T TREAT THE MEETING AS THE DESTINATION.

The relationships you build along the way often determine where you can go next.

The Six-Stage Journey for engagement

1

1- Choose the destination
Where and why?

2

2- Study the map and research

3

3- Check out the crew

4

4 - Pack something valuable

5

5 - Land and learn

6

6 - Use the pictures you took

