

## PROFILE



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## OVERVIEW

ADRg Ambassadors LLP is a unique partnership of former Ambassadors offering businesses, governments and international organisations their operational insight and experience, high-level contacts, influence and diplomatic negotiating skills.

Services include

- **corporate diplomacy** through identifying and minimising political risk, accessing governments effectively, forming strategic business relationships and for multinationals developing a solid corporate foreign policy
- **mediation and dispute resolution** in cooperation with ADR Group, a European market leader in mediation and dispute resolution services
- **training and coaching** in practical diplomacy, communication, negotiation and mediation

ADRg Ambassadors

- have served with distinction in many countries and with international organisations before starting private sector careers
- have all qualified as professional mediators
- speak a range of languages and understand how to get things done in different countries and cultures
- have worked with top business leaders to promote complex commercial deals and solve problems between corporations and governments
- understand national and international public sector decision-making

Using a positive, intelligent and practical approach ADRg Ambassadors tackle problems with diplomacy and discretion.

## **CORPORATE DIPLOMACY**

Corporate diplomacy means skillfully exerting influence and negotiating effectively. It means building strong, lasting relationships and solving problems before they grow into costly disputes. It also means identifying political risks, working out how to minimise them and using these insights as the basis for a solid corporate foreign policy.

As diplomats our partners are skilled and experienced in considering political risks in government decision-making. They are now applying this skill and experience for clients.

ADRg Ambassadors use their experience, language skills and top contacts to help businesses achieve their strategic objectives by:

- determining the best route for a company's engagement abroad
- using sensitivity and discretion to represent them in complex negotiations
- helping avoid or manage problems/disputes before they run out of control
- providing top-level advice on operating in challenging situations
- reaching senior government officials and business leaders around the world to open doors and identify new opportunities
- guiding them through complex regulatory processes in unfamiliar parts of the world

We offer corporate clients the skill, focus and unfailing integrity and reliability demonstrated in decades of distinguished public service.

## **MEDIATION**

Corporations, international organisations and government departments alike increasingly understand the benefits of having in place arrangements for solving serious problems and disputes.

When problems escalate into the courts the consequences can involve a breakdown in established relationships, soaring costs, loss of control and unwelcome publicity. It is now an essential strategic corporate asset to have senior executives trained in mediation skills and ready access to skilled advice when outside assistance or advice is required.

ADRg Ambassadors act as effective mediators and negotiation consultants for private and public organisations. All members of our panel are accredited mediators, backed by the experience and resources of ADR Group which pioneered mediation in the United Kingdom and has over 20 years' experience in the United Kingdom and internationally.

ADRg Ambassadors uniquely combine professional mediation technique with diplomatic skills and years of senior negotiating experience. They help clients look to their real interests and negotiating options, to explore creative ways forward and to identify viable solutions.

## **SPECIALIST DIPLOMATIC TRAINING AND COACHING**

Corporate executives and government officials are increasingly being trained in diplomacy, communication, negotiation and dispute resolution as organisations realise the advantages of tackling problems quickly and effectively.

ADRg Ambassadors courses are based on the principles of *corporate diplomacy* – the application of diplomatic skills and techniques in an international business setting.

We offer unique insights into corporate diplomacy, personal communication and negotiation, complemented by training in mediation skills focused on the psychology of conflict and preventing, managing and resolving disputes.

Our programmes will interest corporations, international organisations and governments who wish to improve the skills of their leaders and representatives. Today's leaders must be able to deal with sensitive negotiations, high pressure situations and be prepared for the unexpected. Our courses are aimed at teaching them how to do just that. We operate on the assumption that people have to be good to be appointed to jobs that carry certain responsibilities; our training is designed to help add an extra dimension to make their performance excellent across a wider range of competences.

We bring to senior training and coaching an unrivalled combination of international negotiating wisdom, cultural sensitivity and personal experience. Our trainers and coaches have deep knowledge in dealing with complex and sensitive situations and our courses help develop an understanding of the skills needed when communicating with people from a range of nationalities, backgrounds, identities and interests.

ADRg Ambassadors deliver training in:

- Mediation
- Negotiation
- Crisis Management
- Diplomatic Technique
- Diplomatic Communication
- Written and Oral Presentation
- High Level Drafting
- Speechwriting
- One-on-One Executive Coaching

Each Ambassador member of the training team has a record of high-level international personal achievement as well as a professional mediation qualification from ADR Group, a leading international mediation organisation.

ADRg Ambassadors has developed a significant track record of advanced training courses for organizations such as the International Atomic Energy Agency, the International Telecommunications Union, the UN Industrial Development Organization and various Foreign Ministries.

## OUR TEAM OF AMBASSADORS

The founding partners are ten former British Ambassadors working with a network of international partners and associates (including former Ambassadors from India, Russia and Czech Republic). Currently the core team comprises:

**Dr Rachel Aron** is former British Ambassador to Belgium (2007-10) and a trained and experienced executive coach. Her work with ADRg Ambassadors includes providing executive coaching to a Swiss private bank.

**Sir Michael Arthur KCMG** was British High Commissioner in India (2003-07) before being British Ambassador to Germany (2007-10). Sir Michael ran the British government's biggest business support operation in Europe and biggest in Asia, working closely with CEOs and board members of large companies, as well as with SMEs. He has extensive experience in negotiating with foreign governments, for example on barriers to trade and investment.

**Sergey Batsanov (Russia)** – based in Geneva, Ambassador Batsanov is a long-time Russian practitioner and scholar in the field of international security, arms limitation and non-proliferation. He worked on arms control and disarmament issues in the Ministry of Foreign Affairs of the USSR and was the Soviet, then Russian Ambassador to the Conference on Disarmament. He worked in The Hague in the OPCW PrepCom, and then in the OPCW, as the Director for Special Projects, dealing, among other things, with issues of treaty compliance, implementation support and universality.

**Sir Stephen Brown KCVO (Co-Chairman)** was British High Commissioner to Singapore (2000-02); British Ambassador to the Republic of Korea (1997-00); and former Group Chief Executive, UK Trade & Investment (2002-05). His career has focused on Asia including working with the private sector to grow trade and investment between the UK and some of its major trading partners.

**John Buck** was British Ambassador to Portugal from 2004-07. Other past positions include Head of Public Diplomacy in the Foreign Office (responsible for coordinating the public promotion of the UK overseas) and then Head of the Government Communications and Information Centre during the Iraq conflict of 2003. After leaving the Foreign Service he worked in the oil and gas industry for a number of years, managing a global network of government relations specialists for a multinational energy company.

**Sir Colin Budd KCMG** was British Ambassador to the Netherlands (2001-05); Chef de Cabinet to the Vice President of the European Commission; and former Chair of the Executive Committee of the OECD. He has thirty years of experience in British European policy and extensive experience in the FCO and EU.

**Peter Collecott CMG** developed considerable expertise in global issues, including climate change, during his Foreign Office career. He was Director General for Foreign Office Operations before becoming British Ambassador to Brazil in 2004. He has advised major multinational companies with substantial investments and other commercial interests in Brazil, providing advice on how to address political and commercial risk, on how to deal with Governments and public authorities, and on obtaining commercial contracts from UK and foreign Government departments.

**Charles Crawford CMG** was British Ambassador successively to Bosnia, Serbia and Poland and was Attache to the 1984 Sarajevo Winter Olympics. After serving in the British Embassy in South Africa in the final years of apartheid, he worked in London and Moscow on the Russian transition from communism. He served as British Ambassador in Sarajevo after the Bosnia conflict, then in Belgrade after the Milosevic regime and finally in Warsaw during Poland's accession to the European Union. He played a significant personal role in coordinating international support for democratic movements in Serbia and Croatia and helped negotiate important aspects of the 2005 EU Budget deal and 2007 EU Lisbon Treaty. In his early career he served as UK Foreign and Commonwealth Office Speechwriter to Foreign Secretary Sir Geoffrey Howe and has helped write keynote speeches for various top European officials. He leads ADRg Ambassadors' training programme, which he and others have delivered extensively throughout Europe and in international organisations.

**Sir Stewart Eldon KCMG OBE** was British Ambassador to Ireland (2003-06) and Permanent Representative to NATO (2006-10). He has a broad range of multilateral experience across the UN, NATO and EU with a focus on security policy and crisis management. He served as Deputy UK Permanent Representative to the UN in New York (1998-02) and led the organisation of international summits (Commonwealth, G8, EU, ASEM) as FCO Director Conferences. He is a Civil Adviser to the Higher Command & Staff Course at the UK Defence Academy for officers judged capable of reaching the most senior ranks of the British Armed Forces.

**Peter Jenkins CMG** was UK Permanent Representative to the International Atomic Energy Agency and UN organisations in Vienna (2001-06) and before that Deputy Permanent Representative to the UN in Geneva. He specialises in economic issues, especially trade liberalisation and energy security, and in nuclear issues, especially non-proliferation and disarmament. Peter is leading ADRg Ambassadors in the development of its relations with the UN and other important international organisations.

**Karel Kovanda (Czech Republic)** – based in Brussels, Ambassador Kovanda served as Deputy Director General of External Relations in the European Commission from 2005 to 2010. Simultaneously Ambassador Kovanda served as the European Commission's Political Director, in bilateral as well as G8 contexts. Prior to joining the European Commission, Ambassador Kovanda was a senior diplomat in the Czech Foreign Service, serving as Czech Ambassador to NATO and to the UN, including leading his country's delegation as a non-permanent member of the UN Security Council (1994-95).

**John Macgregor CVO** served as British Ambassador to Austria (2006-07); British Permanent Representative to the UN in Vienna and British Governor of the International Atomic Energy Agency (2003-07); British Ambassador to Poland (1995-2000); and Director General for UK Trade & Investment in Germany.

**Sir David Madden KCMG** was British Ambassador to Greece (1999-04) and British High Commissioner to Cyprus (1994-99). Prior to that he had postings in Belgrade, Athens and Moscow and was Head of the Eastern European Department in the Foreign & Commonwealth Office. After retirement from diplomatic service he was appointed Political Advisor to the EU Peace-Keeping Force in Bosnia, helping ensure a secure transition from the previous NATO Force, and assisting the central government in combating organised crime and corruption. He now works for various animal welfare

charities, and is involved in the development of a Universal Declaration on Animal Welfare.

**Colin Munro CMG** is an expert on central, eastern and south eastern Europe and the Former Soviet Union, as well as human rights protection and conflict resolution. Ambassador postings include being British Permanent Representative to the Organization for Security and Co-operation in Europe (2003-07) and British Ambassador to Croatia (1997-2000).

**Sir John Ramsden Bt** was British Ambassador to Croatia (2004-08); Head of the Central and North West Europe Department in the Foreign and Commonwealth Office (1999-03) and Deputy Head of Mission in Geneva (1996-98). Sir John has extensive experience in corporate finance, HM Treasury and the UK Foreign and Commonwealth Office, with a long record of negotiating with foreign governments in the EU, UN and Central Europe/Balkans.

**Sheel Kant Sharma (India)** was Ambassador of India to Austria and Permanent Representative of India to the international organisations in Vienna (2005-08). In 2008 he became Secretary-General of the South Asian Association for Regional Cooperation (SAARC) for three years. He is an expert on energy, security and disarmament.