



Navigating the global agenda: Why a consistent narrative matters at Davos



The global conversation has become continuous

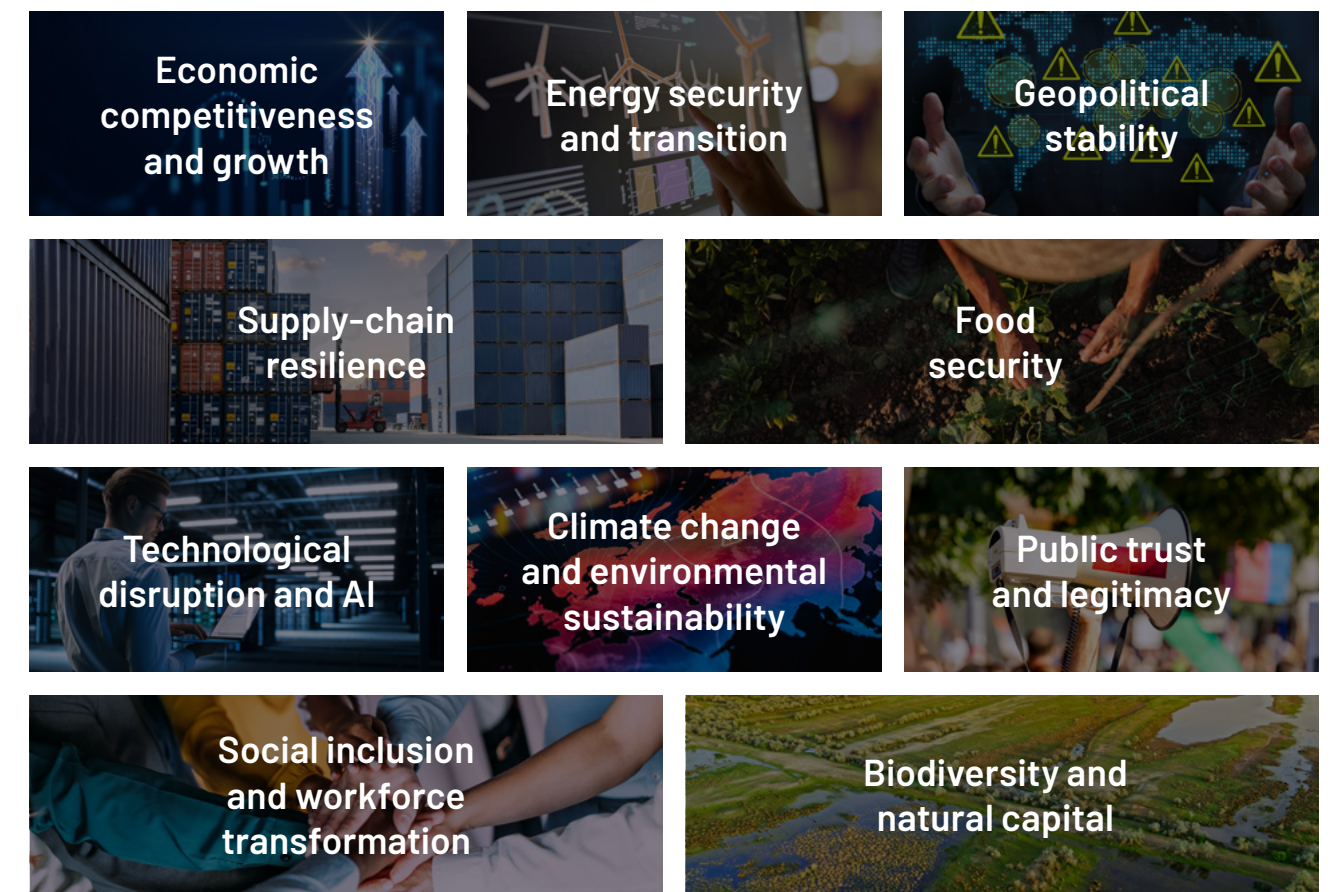
The global policy landscape is no longer shaped by a single annual event or a single issue. Influence is built through sustained engagement across a series of interconnected global convenings, including WEF, the UNGA, COPs, development forums, regional summits, and sector-specific gatherings. These events are now critical milestones in a continuous global conversation about the future of business, society and governance.

The organizations that succeed are those that recognize these conversations are cumulative.

The issues are different, but the underlying narrative is not

At the same time, the issues dominating these platforms are increasingly interconnected. Climate change and sustainability are now discussed alongside economic competitiveness. Security is linked to energy transition. Resilience is connected to supply chains, technology, public trust and social stability.

While individual forums may focus on specific topics, the fundamental issues remain remarkably consistent:



These themes overlap and reinforce one another. Organizations that develop and maintain a clear and compelling long-term narrative are better positioned to strengthen relationships and advance strategic objectives.

Davos is a strategic opportunity for organizations to shape the narrative for the year

Every January, Davos becomes the focal point of the global conversation. For organizations seeking to influence policy discussions or position themselves as leaders on major global issues, Davos represents far more than a five-day conference. It is a unique strategic platform to shape the debate for the rest of the year.

The theme for WEF 2027 is ‘Deliberate Conversations on the Future’.

3,000
leaders from: business, governments, civil society, academia, media, the arts

400 to 500+
side events

800
CEOs and chairs of leading companies

200
official sessions

Successfully navigating the annual WEF meeting demands a deep understanding of the dynamics that define it. The official programme alone attracts global business and political leaders, while hundreds of parallel events create an ecosystem that extends well beyond the Congress Centre. There is huge competition for visibility and relevance.

The challenge is ensuring your stakeholders remember who you are, why you matter and what contribution you are making to the issues that dominate their agenda. That requires a clear strategic narrative, strong stakeholder mapping, targeted engagement opportunities and consistent messaging over the long-term.

Senior advisors with experience that extends beyond the venue

Leidar’s senior advisors have supported organizations, companies and leaders participating in the Forum for more than twenty years.

During this time, we have helped clients develop messaging, organize discussions, engage stakeholders, build coalitions and raise visibility around important global issues.

Leidar has been deeply involved in the evolution and success of the SDG Tent,

one of Davos’ most respected multistakeholder platforms since 2019. Today, we continue our engagement through the evolution of the platform into InTent, the premier location for side events which convenes leaders around practical solutions, systemic change and sustainable development during the Davos week.

What Leidar delivers for Davos

Because we have been part of the Davos ecosystem for many years, we understand both the formal agenda and the informal networks, where influence is often created. Many of the senior advisors have spent their careers helping shape the very conversations that take place there, beyond simply being advisers to Davos participants.

We help clients build a strategic narrative that works across the entire annual cycle of global engagement. That includes:

 Defining the organization’s core narrative	 Preparing strategically for Davos
 Identifying the issues most relevant to stakeholders	 Building meaningful engagement opportunities during WEF
 Aligning messaging across major global forums	 Maintaining momentum through UNGA, COP and other major convenings
 Positioning executives as credible thought leaders	 Ensuring consistency between advocacy, communications and business strategy

Davos is often where the narrative begins. The real value comes from carrying it forward.

Meet the senior advisor team

Click on the individual profiles
to connect on LinkedIn



Rolf Olsen

Rolf has spent decades advising multinational companies, institutions and leaders on strategic communications, advocacy and reputation management. His extensive network and experience within international business communities give clients access to insights developed through 35 years of engagement with global leadership forums.



Lukasz Bochenek

Lukasz is one of Leidar's leading experts on advocacy, influence and stakeholder engagement. He has written extensively on navigating multilateral platforms and maximizing engagement across international forums. His understanding of how organizations can convert participation into influence is directly relevant to the Davos environment.



Sean de Cleene

Few professionals have deeper roots within the Davos ecosystem than Sean. As a former member of the Executive Committee of the World Economic Forum, he held executive responsibility across food systems, sustainable finance, climate and innovation initiatives. He has attended WEF as both a policy advisor and a business leader, and has helped catalyse global partnerships and investment platforms that have become central features of discussions in Davos and beyond.



Arne Cartridge

Arne has extensive experience of shaping global multi-stakeholder discussions at WEF, both as a policy expert and a business executive. He was hosted by WEF while working for the UN under Sir David Nabarro, and later for the African Union and USAID as CEO of GrowAfrica. His understanding of the intersection between geopolitics, food security, sustainability and economic development reflects many of the core issues that dominate the Davos agenda.



Helen Døcker

Helen's expertise spans brand strategy, stakeholder engagement and public affairs, helping organisations build trusted relationships with policymakers, investors, partners and employees. Prior to joining Leidar, she held senior leadership roles at Omda and Telenor Group, where she helped build and strengthen corporate reputation across Europe and Asia.



Peter de Graaf

Peter brings deep expertise in sustainability, responsible investment and ESG. Having worked with major investors, sustainability rating organizations and the UN Principles for Responsible Investment, he helps clients align sustainability narratives with investor, policy and stakeholder expectations that increasingly dominate discussions in Davos.



Aleksandra Krol

Aleksandra is a specialist in advocacy, public affairs and regulatory engagement with experience across both the UN and EU systems. A regular Davos attendee, she combines legal expertise with a deep understanding of policy development, equipping her to help clients navigate complex regulatory environments.



Carl Gustaf Lundin

With senior leadership experience at IUCN, Mission Blue and the World Bank, Carl Gustaf brings unparalleled expertise on biodiversity, oceans, conservation finance and nature-related investment, issues that have moved steadily higher up the Davos agenda in recent years.



Oleksandr Kryvosheyev

Oleksandr contributes decades of corporate affairs, public policy and crisis management experience across complex and highly regulated international markets. His expertise in stakeholder engagement, resilience and corporate positioning is increasingly relevant as geopolitical uncertainty continues to shape business discussions at Davos.

Leidar is a leadership and corporate affairs consultancy that helps clients set their course, navigate and communicate effectively.

This is Leadership Navigation.

Contact one of our senior advisors to discuss how to build a strategic narrative that works for Davos and beyond.

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About Leidar

Headquartered in Geneva with offices in London, Brussels, Oslo, Dubai, Singapore, Washington, DC and New York, we mainly work with businesses and organisations that operate on a global scale. We understand how to develop and deliver their messages to a wide internal and external stakeholder audience and how to leverage business opportunities in a rapidly changing political landscape.

Our clients include companies, both publicly listed and private, industry groups as well as international organisations and NGOs, across all sectors.