



QUICK REFERENCE

Open Diplomacy *Playbook*

A practical guide for the leaders already shaping American influence abroad.

Scan the QR code

or visit opendiplomacy.meridian.org for the full Playbook, case studies, and sector-by-sector best practices.



Core Principle

Open Diplomacy is not a program; it is recognition that American global influence depends on non-governmental actors who engage internationally with strategic purpose, build authentic relationships, and understand that their work carries diplomatic weight.

Common Themes Across Sectors for Strategic Diplomatic Engagement

How Open Diplomatic Infrastructure Develops



At-a-Glance: Sector-Specific Guidance

Diplomats & Officials: Treat non-state actors as equal stakeholders, not instruments to direct. Effective partnerships require trust, not compliance.

Private Sector: Align international operations with host-government priorities to secure market and diplomatic support. Establish direct government relationships before crises require them.

Science & Tech: Engage upstream, before regulatory frameworks harden, not after. Balance open collaboration with awareness of strategic and security implications.

Cities & States: Lead with the dividend — frame engagement around jobs, investment, and constituent outcomes. Coordinate with federal diplomats; don't wait for Washington to act.

Sports & Culture: Presence carries diplomatic significance regardless of intent — authenticity is the asset. Political messaging isn't required; respectful, genuine engagement is what builds trust.

Take the Next Step

1

Read the full Playbook to see how your sector fits the broader landscape.

2

Assess your current engagements: who are your relationships with, and what gaps exist?

3

Connect with U.S. embassies where you operate — introduce yourself before you need them.

4

Start one new initiative this year that builds a relationship rather than closes a deal.