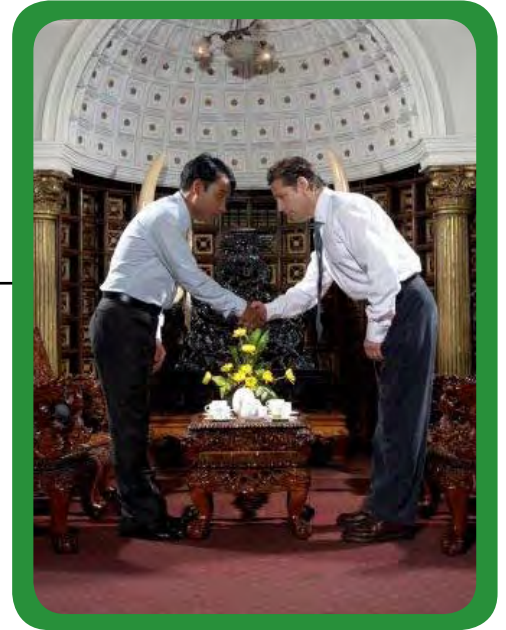


an executive coaching session on:
Strategic Business Negotiation
A Blueprint for Effective Negotiation



5th & 6th June 2007

Berjaya Times Square Hotel, Kuala Lumpur

"Negotiation is not simply a battle to get what you want. Negotiation is the art and science of making it in the other party's interest to give you what you want."

Negotiating effectively is a crucial professional skill. It has to be learnt just like any other skills. It directly influences corporate profitability. All company staff members SHOULD know how to negotiate. If you don't know the principles, you may be costing your company thousands or even millions of ringgit in lost opportunities.

Chances are, your prospects, customers, suppliers, partners and associates have recognised the importance of negotiation principles and tactics, and are doing their best to get more than their 'fair share' of the pie from you -- without you realizing it. Of course you don't realize it -- because these tactics works best when they can be used without detection.

This program equips you with powerful negotiating techniques and strategies, particularly those applying to business environments. In this intensive and interactive high-level program, you will:

- Plan for success. Learn how to plan for a successful negotiation.
- Gain an understanding of the different negotiation strategies, and how to pick the correct strategy for a given negotiation.
- Learn how to obtain 'win-win' negotiated outcomes that can make both parties better off, and learn how to ensure that you will never conclude a negotiation worse off than when you started it.
- Learn how to manage the rhythm of the negotiation.
- Learn how to diagnose power differentials in the negotiation, and how to negotiate effectively from a lower position.
- Understand the importance of trust, and how trust can be diagnosed and built. You will also learn how to negotiate win-win agreements when trust is absent.
- Be alert to the major decision-making biases, how you can avoid them and how you can use them to your advantage.
- Learn how to negotiate effectively as a team.
- Understand the essentials for negotiating across cultures.

SPECIAL
Don't Miss Out This
Fantastic Offer !

**Book & Pay Before
3rd May 2007**

- Save up to RM400
- Get a FREE book titled "Mastering Business Negotiation"
- Free! Limited One to One Discussion Session with the trainer is available upon request

Your Negotiation Coach :
DR. DONALD L. FERRIN

Ph.D. (Management), CPA, B.S.

Associate Professor of
Organisational Behaviour,
Area Coordinator for
Organisational Behaviour,
**Singapore Management
University**

Official
Hotel



Training
Organiser



Why is this program so special ?

- **Strictly limited numbers** means that you will receive maximum personal tuition and coaching throughout the entire program
- Learning will be facilitated through discussion and **"real life"** negotiation simulations.
- This course is led by a **leading negotiation coach** who has taught professionals from many leading organisations around the world
- **New and exciting theories and practical tips** on Business Negotiation will be shared to increase your effectiveness within all aspects when you are negotiating both internally and externally
- This **comprehensive course** offers you the unique opportunity to leverage on networking, sharing of views and ideas, and learn how other organisations are negotiating with other parties.

Dr. Donald Ferrin has trained negotiators from a wide range of countries and institutions including:

- Philips • Motorola • Goodyear • Olympus • HSBC
- TNT • General Electric • Cisco • Moog • Microsoft
- Praxair • Founder PC • Hyatt Hotels • Pfizer • KPMG
- SmithKline Beecham • Carrefour • Petrochina
- Caterpillar • Morgan Stanley • Arthur Andersen
- Lucent Technologies • US Army Corp of Engineers
- Honeywell • Singapore Ministry of Defense • Ford
- Cussons International • Singapore Press Holdings
- Caltex • and Hewlett Packard among others.

Participant Mix

In bringing together a diverse group of participants, **Strategic Business Negotiations: A Blueprint for Effective Negotiation** provides a rich, career defining experience for executives who face challenging negotiations in the course of their duties— both routine negotiations and negotiations that go beyond the routine and require special skills to conduct.

The program is particularly valuable to executives who are involved in negotiations in undertaking a sizeable deal, settling a major negotiation dispute, or simply want to understand the key principles in Strategic Business Negotiation.

Who Should Attend

Managers who conduct negotiations both inside and outside the firm will benefit from this course. Because the focus is on identifying your own negotiating strategies, strengths, and weaknesses, managers with any level of negotiating experience are encouraged to attend.

Executives & Managers who have significant involvement in negotiations and who are well suited for the program include :

- Purchasing/Procurement
- Sales & Marketing
- Key Account
- Business Development
- Strategic Planners
- Contract
- Logistic
- Project Planners
- Human Resource
- Industrial Relations

Program Outline : Day 1

"You and I have a conflict of needs. I respect your needs, but I must respect my own, too. I will not use my power over you so I win and you lose, but I cannot give in and let you win at the expense of my losing. So, let's agree to search together for a solution that would satisfy your needs and also satisfy mine, so no one loses." ~ Thomas Gordon

INTRODUCTION TO THE WORKSHOP AND NEGOTIATION ESSENTIALS

- Core concepts of negotiation and how to use them
- Reservation price
- Target price
- Bargaining zone (positive or negative)
- BATNA (the most important concept in negotiation)!

* NEGOTIATION SIMULATION: "BIOPHARM-SELTEK"

"BIOPHARM-SELTEK" DEBRIEFING AND STRATEGIES FOR SUCCESSFUL DISTRIBUTIVE (WIN-LOSE) NEGOTIATION

- Nature and structure of distributive negotiations
- Offers and counteroffers: When should you open/counter? How should you open/counter?
- The use and control of information
- Concession strategies
- Promises, threats, and bluffs
- Finding the "win-win" in distributive negotiations
- Hardball tactics: What they are and how to respond to them
- Planning for distributive negotiations

WINNING AT INTEGRATIVE (WIN-WIN) NEGOTIATION

- Core concepts of integrative negotiation and how to use them
- Sources of integrative agreements
- Structuring the deal to create value
- Navigating the tension between creating value and claiming value
- Moving from positions toward interests
- Planning for integrative negotiations

* NEGOTIATION SIMULATION: "OCEANIA!"

- Major decision making biases: How to avoid them and how to use them to your advantage

• BURNING QUESTIONS SESSION

END OF DAY 1: (HOMEWORK: PREPARE FOR DISCOUNT & HAWKINS AND CASCADE MANORS SIMULATIONS)

PRE-COURSE ASSESSMENT

Participants are required to complete a negotiation approaches and competencies survey before attending the workshop. This will enable the course leader pinpoint your precise concerns and learning needs, so that he can tailor the content to your particular area of interest and the level of your skills in **Business Negotiation**.

Program Outline : Day 2

"OCEANIA!" DEBRIEFING AND WRAP-UP OF INTEGRATIVE NEGOTIATION

- Trust and transparency
- Win-win negotiation *without* trust and transparency
- Trust building and trust repair
- Lie detection
- Ethical dilemmas

MANAGING THE NEGOTIATION PROCESS

- Testing understanding and summarizing
- Asking questions
- Offers and counteroffers
- Labeling
- Nonverbal behaviors and emotions
- Managing the rhythm of the negotiation

* NEGOTIATION SIMULATION: "DISCOUNT & HAWKINS"

VIDEO DEMONSTRATION AND DEBRIEFING: "DISCOUNT & HAWKINS"

- Assessing the power differential in a negotiation
- Negotiating from a low power position

NEGOTIATING ACROSS CULTURES

TEAM-ON-TEAM NEGOTIATIONS

- Inter-Team Pitfalls: Ingroup-outgroup effects, incompatibility bias, mythical fixed pie bias
- Intra-Team Pitfalls: Common knowledge effect, diffusion of responsibility, false consensus/projection bias, risky shift, audience effects

* NEGOTIATION SIMULATION: "CASCADE MANORS"

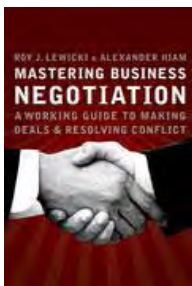
"CASCADE MANORS" DEBRIEFING

- Strategies for successful team-on-team negotiations
- Developing an organization-wide negotiation capability and structure

SYNTHESIS OF THE OVERALL FRAMEWORK

WORKSHOP EVALUATIONS & CONCLUSION

Complimentary Book for the 'Early Birds'



"Mastering Business Negotiation: A Working Guide to Making Deals and Resolving Conflict"

by Roy J. Lewicki & Alexander Hiam

Mastering Business Negotiation is a handy resource for any leader or manager who needs practical strategies and ideas when conducting business negotiations. A highly recommend book for anyone involved in business negotiations or in taking a leadership role in their workplace.

Kindly take note that this is an exceedingly interactive program and as such the course contents may not be delivered in the exact same sequence shown on this brochure.

Special : 'Burning Questions' Session

In other workshops you have attended, you may have thought "Sure, this all makes sense, but it's not clear to me how the Powerpoint slides apply to my specific problem."

Take Action! Consistent with the interactive nature of this workshop, the '**Burning Question**' session has been arranged during which you can ask our **Negotiation Expert**, and also your fellow participants, to address your specific negotiation problems.

This will enable you to close any gaps between the workshop learning and your actual day-to-day negotiation challenges.

Case Studies and Simulations

INTERACTIVE LEARNING WITH SIMULATIONS AND ROLE-PLAYS FROM CASE STUDIES, SCENARIOS AND REAL WORLD EXAMPLES.

From this 2-day course, gain access to some of the hands-on simulations developed by Harvard University and the Dispute Resolution Research Center at Northwestern University. PLUS practical case examples from **Dr. Donald Ferrin** to better understand the theory and frameworks presented.

These simulations and training materials use the latest advances in the field of negotiations to help managers plan and implement more effective negotiation strategies.

PLUS! You will also take back:

• PERSONAL NEGOTIATION INVENTORY

An assessment and evaluation of your negotiation approach and competencies.

Course level: Intermediate

On booking, you will receive a pre-course questionnaire, which will help the course leader pinpoint your precise concerns and learning needs, so that he can tailor the content to your particular area of interest. If you require any further information about the course program, please call our us on **(+603) 2116 5671** or email to **kenneth@proedgeglobal.com**

Course Timetable

0830	Registration and Morning Coffee
0900	Morning Session Commences
1030	Refreshments & Networking Break
1045	Session Commences
1230	Networking Lunch
1330	Afternoon Session Commences
1515	Refreshments & Networking Break
1530	Session Commences
1700	Course ends

Your Negotiation Coach



DR. DONALD L. FERRIN,

Ph.D. (Management), C.P.A., B.S.

Associate Professor of Organisational Behaviour,
Area Coordinator for Organisational Behaviour,
Singapore Management University

Dr. Donald Ferrin is Associate Professor of Organizational Behavior, Lee Kong Chian School of Business at the Singapore Management University. Don received his Ph.D. in Organizational Behavior from the University of Minnesota (Carlson School of Management) in 2000.

At SMU, Don is a member of the Dean's Teaching Honor List, which recognizes the **top instructors in the School of Business**.

Prior to joining academia, Don worked seven years as Senior Consultant with Deloitte Haskins + Sells Los Angeles, and Audit and Technical Manager with Deloitte Touche Tohmatsu Hong Kong.

Don has extensive experience teaching Executive MBA and Executive Education courses on Negotiation in the United States, the People's Republic of China, and Singapore. His students have included executives from a range of multinationals and other organizations, including *Phillips, Motorola, Goodyear, Olympus, HSBC, Changi Hospital, TNT, General Electric, Cisco, Moog, Microsoft, Praxair, Founder PC, Hyatt Hotels, Paychex, Pfizer, SmithKline Beecham, Carrefour, Petrochina, Caterpillar, KPMG, Kaleida Health Systems, Blue Cross, Ford, Morgan Stanley, Arthur Andersen, Pratt & Whitney, William M Mercer, Lucent Technologies, US Army Corp of Engineers, Cussons International, Singapore Ministry of Defense, Honeywell, Singapore Press Holdings, Caltex, Hewlett Packard, Neptune Orient Lines, and Intercontinental Hotels, among others.*

Don presently holds the Lee Kwan Yew Fellowship for Research Excellence at SMU. His research focuses on interpersonal work relationships, with a particular emphasis on the development of trust, the impact of trust on leader and organizational effectiveness, trust repair strategies, and trust networks within organizations.

Your Negotiation Coach

Don's research articles have appeared in *Organization Science*, *Journal of Applied Psychology*, *Organizational Behavior and Human Decision Processes*, and the *Best Papers Proceedings of the Annual Meeting of the Academy of Management*.

Recent awards include the **Best Empirical Paper Award in 2005**, presented by the Conflict Management Division of the Academy of Management. His article titled "*Removing the Shadow of Suspicion: The Effects of Apology Versus Denial for Repairing Competence-Versus Integrity-Based Trust Violations*," was recognized by the **International Association for Conflict Management as the Best Article Published in 2004**. His research has also been featured in the **International Herald Tribune and Washington Post**, among others.

He is a member of the **Editorial Review Boards of the Journal of International Business** and the **Asia-Pacific Journal of Management**, and a regular peer reviewer for journals such as *Organization Science*, *Academy of Management Journal*, and *Organizational Behavior and Human Decision Processes*.

“You never make as much money as fast as when you are NEGOTIATING.”

Course Description

Course materials

You will receive comprehensive course notes and materials for future reference.

Course Methodology

This course is designed to be highly participative. The course will be a mixture of lectures, negotiation simulations, real-life examples, and interactive discussions

*It takes a little willingness to learn from the right authority on the subject and proficiency can come almost immediately. It is for this very reason that **ProEdge Global** takes upon itself to launch this learning event on **Strategic Negotiation** for the benefit of the business community at large.*