ADVANCED NEGOTIATION STRATEGIES
Empowering you to influence and create mutual value
ABOUT THE PROGRAMME

Recent research highlights the challenges faced by today’s executives as they negotiate across industry and cultural boundaries. Negotiation is a core competency for all professionals who are expected to continuously improve their performance and increase the efficiency of their organisations. Professional success, therefore, arises from one’s ability to negotiate, influence others, and create mutual value.

This negotiation task, however, is neither simple nor easy in a world that is full of multiple demands and conflicting interests. This interactive programme is a well-balanced blend of theory and practice. It is designed primarily to sharpen your negotiation and persuasion skills. The advanced simulations that are included in this programme will introduce you to the complexity and demands of multi-party and team negotiations.

WHO SHOULD ATTEND

This advanced programme is designed for executives who have at least eight years of management experience and have gained substantial experience in conducting and supervising business negotiations.

PROGRAMME HIGHLIGHTS

- Refresh essential negotiation skills such as creating value
- Learn advanced value-creating negotiation skills that will enable you to produce superior outcomes
- Learn how to manage and value risks by using contingent contracts, for example.

BENEFITS

- A refreshed set of essential skills that is applicable to nearly all negotiations.
- Know how to use solid negotiation frameworks and principles
- Understand the power of coalitional dynamics
- Learn how to negotiate in teams and overcome team challenges
- Identify your negotiation style
- Learn how to avoid decision biases
- Learn how to negotiate with counterparts who have different negotiation styles
- Know how to build an organisational negotiation ecosystem.

APPLICATION

To register for the programme, apply online at http://exd.smu.edu.sg/programmes/doing-deal-negotiations-masterclass

PROGRAMME DATES

10–11 September 2015

PROGRAMME FEES

SGD 2,800

LOCATION

Singapore Management University, Singapore

DEADLINE

Applications close 9 August 2015

For further enquiries, please contact:

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Client Relationship Executive
SMU Executive Development
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# PROGRAMME SCHEDULE

## DAY 1

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<th>Review of Basic Negotiation Concepts</th>
<th>Negotiating Complex Value-Creating Deals</th>
<th>Negotiating Style</th>
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<tr>
<td>Fundamental terms</td>
<td>Making deals under conditions of risk and uncertainty</td>
<td>How value claimers behave</td>
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<tr>
<td>Claiming and creating value</td>
<td>How to manage risk</td>
<td>How value creators behave</td>
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<tr>
<td>The power of framing</td>
<td>Using advanced value-creating tactics</td>
<td>How to negotiate with value claimers</td>
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<td>The fixed-pie mindset</td>
<td>Using contingent contracts</td>
<td>Identify your own negotiation style</td>
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<td>Creating superior agreements in a competitive negotiation</td>
<td>Hands-on activity: Three-on-three team negotiation simulation</td>
<td>Hands-on-activity: Use the MNP: Negotiation Style Assessment</td>
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<td>Hands-on activity: One-on-one negotiation simulation</td>
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## DAY 2

<table>
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<tr>
<th>Tactical Moves and Decision Biases</th>
<th>Multiparty Negotiation</th>
<th>Negotiating Partnerships: A Joint Venture</th>
<th>Building Organisational Negotiation Capability</th>
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<tr>
<td>How to make offers</td>
<td>How to negotiate in a competitive multiparty context</td>
<td>Planning and preparation for negotiation</td>
<td>The limits of individuals’ negotiation competencies</td>
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<td>Gains, losses, and offers</td>
<td>Challenges and opportunities in multiparty negotiation</td>
<td>Strategies for creating superior agreements</td>
<td>The need for a negotiation eco-system</td>
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<td>How to make concessions</td>
<td>The art of building and blocking coalitions effectively</td>
<td>Hands-on-activity: Team-on-team negotiation of a joint venture</td>
<td>How to build a supportive negotiation ecosystem</td>
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<td>Fairness and negotiation</td>
<td>Hands-on-activity: Multi-party simulation</td>
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<tr>
<td>The anchoring principles</td>
<td></td>
<td>Hands-on-activity: Analysis of the negotiation ecosystem</td>
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<td>The winner curse principles</td>
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Negotiation is neither simple nor easy in a complex world of conflicting interests. This highly practical and interactive workshop is designed for executives and others who recognise that negotiation is a required core competency and professional success depends on the ability to influence others and create value. The participants in the workshop will negotiate different scenarios in one-on-one, multiparty, and team-on-team formations. Throughout the dynamic workshop, important concepts such as power of framing; uncertainty and risk; strategies of value creation; tactics of effective persuasion; negotiation styles; negotiations, auctions, and negotiauction; and coalition formation will be experienced, explored, and examined in the participants’ organisational contexts.

MICHAEL BENOLIEL
Associate Professor
Organisational Behaviour & Human Resources (Practice)
Lee Kong Chian School of Business, SMU

Dr Benoliel is the editor of Negotiation Excellence: Successful Deal Making (2011); co-author of Negotiating (2009); author of The Upper Hand (2006) and Done Deal: Insights from Interviews with the World’s Best Negotiators (2005), which was selected by the Chicago Tribune as one of the best business books of 2005.

He has been interviewed or featured by ABC News, Bloomberg Television, CAN TV, BusinessWeek, The Deal, The Washington Diplomat, Reuters, The Straits Times (Singapore), and The Wall Street Radio Network.

In 2007, after teaching at the Johns Hopkins University and the University of Maryland University College in the United States, Dr Benoliel joined the Lee Kong Chian School of Business, SMU, as Associate Professor of Organisational Behaviour (Practice). He was selected the Most Outstanding Faculty Member of the Executive MBA class in 2012. In 2010, he was awarded the SMU Innovative Teacher Award, and in 2008 and 2009, he was listed in the Lee Kong Chian Dean’s Teaching Honour List.

Dr Benoliel received his doctorate in Human Resource Development from the George Washington University and was trained at the Harvard Business School in the Participant Centred Learning Method.

In addition to his academic work, Dr Benoliel delivered negotiation training for Anglo-American, Applied Micro Devices, BATA International, British Petroleum, Clariden Global, FGV (Rio de Janeiro, Brazil), Henkel AG, Indian Oil, Keppel, Jurong Port, Malaysia Oxygen, Mekong Capital, National Health Group, Pfizer Pharmaceutical (Wyeth), Project Management Institute, Prudential, PT&T Chemicals, and Shell Oil.
ABOUT THE INSTITUTION

SINGAPORE MANAGEMENT UNIVERSITY (SMU)

Highly regarded for excellence in management practice, SMU is one of Asia’s leading universities. SMU offers an unparalleled wealth of expertise in issues of business and management in Asia, distributed across its six schools (Accountancy, Business, Economics, Information Systems, Law and Social Sciences). The SMU city campus is a modern facility, enabling a technologically integrated learning experience in the heart of the Singapore business district.

Uniquely, SMU represents a fusion of Western and Asian theory and practice, with a strong foundation in our own research of management and business practices in Asia. SMU prides itself on the publication of research papers, its extensive library of teaching case studies and the business relevance of its programmes and courses. SMU emphasises an interactive and practice-driven approach to teaching, combining small classes (that are conducive to dialogues and discussions) with practical experience in which participants apply the knowledge gained. Known as a pioneer in the holistic approach to producing well-rounded, multi-talented programme graduates, SMU also seeks to incorporate leadership and team skills in all programmes.

ABOUT SMU EXECUTIVE DEVELOPMENT

SMU Executive Development enables executives to be “Future Ready–Now”, equipping them with the knowledge, skills and confidence that managers and leaders operating in Asia and globally require today and will be increasingly relevant tomorrow. Our portfolio of programmes empowers you to make key decisions in a context of technological revolution and contextual uncertainty; lead teams and organisations across borders, generations and genders; and to ‘do good and do well’.

Be empowered to make a difference. Be Future Ready-Now.

OPEN ENROLMENT PROGRAMMES

Developing Future Ready Leaders
1. Asia Advanced Management Programme
2. Asia Programme for Leadership Development
3. EXCEL Leadership Programme
4. Leadership Communication
5. Leading Authentically with Mindfulness
6. Women and Leadership

Managerial Capabilities
1. Accenture–SMU Change College: Managing Change
2. Advanced Negotiation Strategies
4. Competitive Advantage with Human Capital
5. Executive Skills for Board Members
6. Future Ready Forum
7. Winning Business Performance in Asia

Global Industry Excellence
1. Asia Leaders Programme In Infrastructure Excellence (ALPINE)
2. Global Manufacturing Network & Supply Chain Management
3. Hospital Management Programme
4. International Corporate Coaching

Singapore Management University (SMU) Executive Development (ExD) takes a progressive approach to pedagogy that emphasises knowledge, application and empowerment. The academic and practice-track faculty members use multiple formats and multi-channel methods to support a learning journey that guarantees a rigorous real-world learning experience.

Each programme weaves together rich expertise and industry experience to give participants a profound understanding of managing in Asia. The integrated learning process emphasises:

- Interactive Class Discussions
- Case Studies
- Coaching and Mentoring
- Experiential Learning
- Simulation
- Role Plays
- Action Learning
- Toolkits and Frameworks
- Peer Learning
- Self Reflection