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.

- 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.

Benefits

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Who Should Attend

Executives to senior managers of any industry involved in the negotiation process both internally and externally, and would like to advance their negotiation ability further.

A Note from the Programme Faculty

“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.”

DR. MICHAEL BENOLIEL
Former Associate Professor of Organisational Behaviour & Human Resources (Practice), SMU
Ph.D., George Washington University
Programme Schedule

DAY 1
Review of Basic Negotiation Concepts
• Fundamental terms
• Claiming and creating value
• The power of framing
• The fixed-pie mindset
• Creating superior agreements in a competitive negotiation
• Hands-on activity: One-on-one negotiation simulation

Negotiating Complex Value-Creating Deals
• Making deals under conditions of risk and uncertainty
• How to manage risk
• Using advanced value-creating tactics
• Using contingent contracts
• Hands-on activity: Three-on-three team negotiation simulation

Negotiating Style
• How value claimers behave
• How value creators behave
• How to negotiate with value claimers
• Identify your own negotiation style
• Hands-on-activity: Use the MNP: Negotiation Style Assessment

DAY 2
Tactical Moves and Decision Biases
• How to make offers
• Gains, losses, and offers
• How to make concessions
• Fairness and negotiation
• The anchoring principles
• The winner curse principles
• Hands-on-activity: Negotiation exercises

Multiparty Negotiation
• How to negotiate in a competitive multiparty context
• Challenges and opportunities in multiparty negotiation
• The art of building and blocking coalitions effectively
• Hands-on-activity: Multi-party simulation

Negotiating Partnerships: A Joint Venture
• Planning and preparation for negotiation
• Strategies for creating superior agreements
• Hands-on-activity: Team-on-team negotiation of a joint venture

Building Organisational Negotiation Capability
• The limits of individuals’ negotiation competencies
• The need for a negotiation eco-system
• How to build a supportive negotiation ecosystem
• Hands-on-activity: Analysis of the negotiation ecosystem

Advanced Negotiation Strategies Learning Journey

After the completion of the Advanced Negotiation Strategies programme, executives may choose to follow up with selected modules from our Public Programme portfolio.

APPLICATION
To register for the programme, apply online at http://exd.smu.edu.sg/open-enrollment-programmes/advanced-negotiation-strategies

PROGRAMME FEES
SGD 3,200 (excluding GST)
• Fee is subject to change. GST applies to individuals and Singapore-registered companies.
• For Singaporeans aged 25 and above, you may utilise your SkillsFuture Credits to defray part of the programme fee.

PROGRAMME DATES
21–22 March 2019

LOCATION
SMU Executive Development,
SMU Admin Building, 81 Victoria Street, Singapore.

For further enquiries, please contact:
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CUSTOMISED PROGRAMME
This programme may be organised as a customised programme tailored to your organisational needs.

* GST applies to individuals and Singapore-registered companies.
* SkillsFuture Credit can be used for this programme. Please refer to www.smu.edu.sg/programmes/professional/skillfuture-credit for more details. Eligible for Singapore citizens aged 25 and above.