OVERVIEW

This course is designed delegates who are part of managing high-stakes deals, settling major disputes, or navigating challenging negotiations and you need more than persuasive tactics to achieve the best outcomes.

In this results-proven program, you'll learn how to bring together the right players, tackle the right issues, develop the right process for each type of deal, especially very big deals and master negotiation techniques that yield maximum value.

WHAT YOU CAN EXPECT TO GAIN

The curriculum in this Advanced Influencing and Strategic Negotiation Strategies Program will help you sharpen your negotiation skills and tactics and methods of dispute resolutions.

Here are the top values that you will gain from this workshop:

- Improved Organization's Business Performance
- Heighten Your Skills to the Expert Level
- Gain greater effectiveness at the negotiating table, especially when confronting challenges such as hard bargainers
- Craft deals that create maximum value for all parties on a sustainable basis (Win-Win Negotiation)
- Strategize to influence in two-party and multi-party negotiation

SUITABLE FOR

This course is designed for senior management of medium to large established companies who face complex and challenging negotiations that require unique skills.

Delegates who are well suited for the program include:

- Entrepreneurs
- Chief executive officers
- General managers
- Board members and chairs
- Business development executives
- Corporate counsels
COURSE OUTLINE

DAY ONE
Introduction
• What is Negotiauction?
  "Deals today are neither just auctions or negotiations—they’re most often playing on both fronts." Guhan Subramaniam, Harvard Business School.
• Psychometric Analysis “Where are you as a Negotiator?”

Module 1: Influence, Strategic Negotiation in Deal Making
• Understanding the Four-Stage Process of Strategic Negotiation
• Communicating Complex Facts and Technical Ideas
  Practical Workshop – Developing Strategies

Module 2: Elements of Influence and Persuasion
• How Influence, Persuasion and Power Work
• Persuasive Language Patterns – getting what you want by asking
• Logical and Sensible Sequencing to Persuade
  Practical Workshop – Demonstrating the Power of Persuasion

Module 3: Preparing to Deal – Persuade, Influence, Impress
• Reframing Ideas and Concepts to Engage and Motivate
• Preparing a Strong BATNA to Increase Power
• Techniques for Impact and Influence
  Practical Workshop – Strategies and Preparations for Case Study 1

Module 4: Behaviours and Styles in Strategic Deal Making
• Assessing Yours and Your Partner’s Styles and Strategies
• Mental Map of Your Negotiating Partner
• Build Relationships to Sustain Long Term Goals and Strategies
• Subtle Connection to Influence
• Anchor to Preferred Mental State
• Develop the Stamina to Persevere
  Practical Workshop – The Negotiators Stamina Builder

Strategic Negotiation and Deal Making 1
Participants form into teams and negotiate on given case study – Test of Strategy, Preparation, Stamina and Capabilities Learnt on Day 1

DAY TWO
Module 5: Overcome Deadlocks and Mitigate
• Talk Your Way Out of Difficult Situations
• Apply a Six-Step Process to Negotiating Conflict
• Influence Through the Other Person’s Strategy
• Achieve Openness
  Practical Workshop: Conflict Resolution and Mitigation

Module 6: High-Stake Negotiation Strategies and Tactics (Strategies and Preparations for Case Study 2)
• Recognize tactics applied by Counterparts
• Counter dirty tricks applied by opponents
• Apply Convincing Strategies
• Understand Win–Win: Positional vs Principled Negotiations
• Understand the Four Step Process Toward Win-Win
Day 3

Module 7: Psychology of Negotiation; Maintaining Composure
- Keep Emotion At Bay
- Prevent Provocation In Either Direction
- Sustain Influence And Avoid Resistance - Leverage Your Strengths And Value Skills
- Be In Control Of Every Word

Practical Workshop: Emotion Management Skills For Negotiators

Module 8: Negotiating Outside the Box
- Break Away From Tradition – Where Eagles Dare
- Use Your Intuition As Well As Your Head
- Risks And Caution

Practical Workshop: Strategic Negotiation And Deal Making 2
- Participants Form Into Teams And Negotiate On Given Case Study – Test Of Strategy, Preparation, Stamina & Capabilities To Manoeuvre Through Various Challenges; Develop A Win-Win Situation Learnt On Day 1 & 2

Module 9: International Negotiations
- Process Of Making Business Deals Across Cultures
- Components Of Culturally Different Communication Styles
- Whorf Hypothesis: ‘Language Determines The Nature Of Culture’
- Country Differences In High-Context and Low-Context Communication
- Using Interpreters

Practical Workshop: Negotiating Your Best Strategic Deal

METHODOLOGY

This workshop's methodology is a combination of expert input, Theatrical Improvisation (new) case studies, self assessment, simulation, group discussions and sharing.

Delegates will actively take part in activities ranging from two-party to six-party negotiations, with constantly rotating partners from different background.

COURSE LEADER

Barrak Adams (Dr)
Phd, Author-Trainer-Business & Technical Consultant, Trade Negotiator, Change Agent

Barrak specialises in training leaders world class negotiations around the globe. He has been actively developing customised trainings for the Oil & Gas industry and conducted them in Malaysia, Thailand, Indonesia, Philippines, the UAE, Sudan, Mauritania and Turkmenistan.

As a senior negotiator, he has a clear and comprehensive understanding of what competencies are to be developed to be a successful negotiation. His abundant knowledge and experience addresses every situation in our fast pace business world and everyone is guaranteed to take home valuable learnings useful for their next deal.

Barrak comes to you with more than 40 years of enriched, result-oriented experience in many positions among SMEs, government agencies, multinational and businesses.

Equipped with solid experience and a wide range of state-of-art resources and latest development, his training programs are geared towards competency development.
With only the minimum amount of necessary theory (he says the participants can read his notes later) his training/speaking sessions are filled with mindset, behavioural and capability change activities. There is always excitement, A-Hah moments in every session at his programs.

Barrak had worked with the Audio-Visual, Automotive, Printing, Property Development, Construction, Timber and Food industries, in capacities ranging from Group Engineer, Manager, Plant Manager, Senior Negotiator, Project Director and Managing Director. Being a Management Consultant, Management System Auditor, Trainer and Counselor, he had consulted for an even wider range of industries that includes Medical services, Financial institutions, Petroleum industries, Metal, Plastics, Cellulose and Electronic components manufacturers, and the Civil service around the world.

He graduated in Engineering from the Singapore Polytechnic in 1973 and continued with post graduate and continuing studies in Engineering, Social Science, Rubber and Plastics Technology, Training and Development, Radiation Protection, and Quality Management, with a PhD in Organizational Management from Iowa State (US).

Since 2004, he has since been training and consulting for organizations such as PETRONAS, the National Electricity Board, the National Bank, various government ministries and agencies including Parliament House, and large corporations, further to training in Mauritania, Turkmenistan, Abu Dhabi, Sudan, Philippines, Thailand, Indonesia and Australia.

Currently, he is a senior resource faculty member for iTrainingExpert.com, continuously design and conduct customised trainings and consultancy for multi-national companies around the world.

**Author**

As an author, he has recently published his second book via Seaburn Publishing, New York, titled ‘Pre-Emptive Thinking – Managing Problems and Threats,’ that identifies why organizations continue to have problems at their middle management and operational levels in spite of all the systems and what has to be done to resolve this. Being the first book on this thinking, its reviewers expect it to have an international impact similar to creative and critical thinking. He is now writing his third book on Insights of International Strategic Negotiation.

To contact Barrak, please feel free to email us at info@itrainingexpert.com or call +603 8074 9056.

**FEEDBACK FROM PAST PARTICIPANTS**

"This is the best program I have attended. With so much to learn in three days, learning was made possible by one practical application quickly following another." – Raihana Kareem, Project Manager, PETRONAS – 2012

“If you think you have been to negotiation trainings, come to this one, and you will know very soon that you do not know anything about negotiations” – Jason K.H. Lee, Project Manager, M900 Limited, Hong Kong – 2007

"I have at last learnt the secret that determines the final outcome of negotiations. It is so simple and stunning." – Chagrapun K., General Manager, Nawarat Public Company, Thailand – 2009

"I have been trained in negotiations locally and overseas, but finally I have learnt that further to moving on with the negotiation process, what I need to do to bring about long term success." – Gunasekaran, Independent Salvage Operator – 2010
"I always believe what makes a successful team-player are the collective ingredients of will and skill. If you already have the will to be the best in what you do and you desire to learn new skills to give you that competitive edge in making deals, then this programme is highly recommended." – Ashari Arshad, Consultant, CRSG - 2004

“I thought myself already comprehensive with good negotiation skills before I came for the course. Then, I realized there were many different types and approaches of negotiation can be practice in life. Barrak is a well experience and knowledgeable trainer on negotiation. He also a friendly person.” – Tan, Control Analysis – Vale Malaysia

ValueCAP Sdn Bhd

“At time, I felt less confidence to negotiate with people. From the course, I learnt how to stay focus and be confidence when comes to negotiate with others. Barrak is an excellent trainer. He shares many of his life experiences on how to handle difficult negotiation with us. I'm now full of confidence and ready to practice the negotiation skills that I have learned in my life. I particularly like the case studies and exercises given by Barrak as it gave me clearer picture on which negotiation approaches can be applied.” – Dara Riyanty Bt Ahmad Riduan, Senior IT Associate – Valuecap Sdn Bhd

"I must say that if your primary objective is to learn new skills coupled with your intense desire of improving your negotiation skills, this is without doubt the programme for you." – A Malek Idrus, Manager, PETRONAS Holding Company – 2004

"As a trading analyst, negotiation is what I do every day. This programme has definitely lived up to it's name of being at an advanced level. I wish the programme was longer." – Zulkifli Zakaria, Executive, LPPG – 2006

“iTrainingExpert's training are excellent and great. I am highly excited on the negotiation part. I used to be terrible at negotiating, after the course, I feel much more confident with myself and my power of negotiating skills.” – Stella Yao, Sales Advisor – Honda Malaysia

INVESTMENT

Normal price: RM 4080.00 per delegate
Early Bird Price: RM 3780.00 per delegate (Register 14 days before the course commence)
Group Registration: RM 3580.00 per delegate for a minimum of 3 participants register together.

Fee inclusive of:
✓ Training Welcome Pack
✓ Complete Training Manual
✓ Certificate of Achievement
✓ Refreshment and Buffet Lunch
REGISTRATION

Registration Online:  [http://www.itrainingexpert.com/Registration-Form/](http://www.itrainingexpert.com/Registration-Form/)


This training programme is SBL Claimable *Subject to PSMB conditions.

We Are An Approved Training Provider Under SBL Scheme With Pembangunan Sumber Manusia Berhad, Malaysia. (PSMB/HRDF).

1. All registrations MUST be accompanied within PAYMENT 14 days after the issuance of invoice or fully paid before the event. Otherwise, delegates can be refused entry to the event.

2. Completed registration form with cheque or telegraphic transfer should be made in favor of "ITRAININGEXPERT GLOBAL PLT".

3. Bank into "CIMB BANK BERHAD" Account No: **800 356 1683**. Swift Code: **CIBBMYKL**. Scan & email to info@itrainingexpert.com the bank-in slip to us.