

# EFFECTIVE NEGOTIATION: ACUITY & INFLUENCE

*Deploy science of intellectual acuity and influence in negotiation and conflict management.*

## COURSE INTRODUCTION

Negotiation and conflict management are features of our current reality. Causes of conflict may range from philosophical differences, divergent goals, to power imbalances. Inappropriately-managed workplace conflicts and unresolved disputes impact upon organisational effectiveness. Potentially draining valuable talent resources, effective productivity, and motivation. Unmanaged, or poorly managed conflicts, generate a breakdown in trust and productivity that signals the eventual death of a business cohesion. Negotiation and conflict management include handling situations in which conflict is already overt, as well as those in which it is latent. Situations may include efforts to enter contracts, forge partnerships, or seek to become change agents. Personal, inter-personal, structural, or business conflicts within the organisation, or in the public sphere.

## COURSE OBJECTIVES

Designed with the Company Secretary ecosystem in mind, program aims to assist negotiators understand the psychology behind persons and situations at every negotiation. Prepare groundwork for negotiation insights and probabilities, manage potential risks, power struggles, and the untoward. Focused on win-win strategies while building trust.

## COURSE CONTENTS

### Day 1

- **Negotiation overview:** The negotiation framework and fundamentals.
- **The winning formula:** Preparation and the mindset. Communication and interpersonal effectiveness.
- **Assessing the other party:** Circle of influence and behavioural styles. Managing power concerns and strategies.
- **Conflict assessment:** Styles, stages, and sources of conflict. Key questions and tools of conflict analysis.

### Day 2

- **Dealing with conflict:** Conflict management attitude, modes, techniques. Barriers and difficulties.
- **Negotiation strategies:** Negotiation tactics and strategies. BATNA-EATNA-ZOPA.
- **Influence and persuasion:** LANCER, acuity and emotional framing. Principles of suggestion.
- **Finalising the deal:** The follow-through.

## LEARNING OUTCOME

By attending this course, the participants will be able to:

- Overcome fear of negotiation and conflict management by building self-esteem, confidence, assertiveness.
- Deploy acuity, empathy, influence, persuasion tactics as a negotiation and conflict resolution advantage.
- Assess subconscious minds of the other party to gain advantage over mediation or negotiation process.
- Identify critical errors and blockages that reduce negotiation effectiveness.
- Face up to the challenge of handling rejections and objections.

## TRAINING METHODOLOGY

- Seminar conduct shall focus on impact, highly-participative, experiential learning with whole-mind, whole-body, whole-person experience.
- Speed and enhanced learning promoted through relevant games, exercises, sharing, case studies and simulations.
- Non-theoretical lectures interwoven into sessions give emphasis to energise, demechanise and rehumanise whole learning process while seeking to reform limiting beliefs and past conditioning.
- Ignite participants' full mental and psychological powers for thinking, problem solving, innovation and learning, with whole organisational life in mind.

## WHO SHOULD ATTEND

The entire Company Secretary ecosystem - company secretaries, company directors, corporate consultants, business leaders, entrepreneurs, and professionals desirous of capabilities enhancement, leadership and personal development.

## ABOUT THE TRAINER

### LENAg haz

International Masterclass Trainer-Coach-Motivator | Author | Firewalker  
DC-Certified International Masterclass Trainer-Coach in Directive Communication™ Psychology

CREATIVE, ENERGETIC, AND VIBRANT LENAg haz, is Asia's award-winning thought catalyst in Creative Intelligence & Transformational Thinking, and Innovation Leadership & Organisational Development. Founder-CEO of LENAg haz Energetics Worldwide, her formative career portfolio encompasses 25 award-winning years in Creative Directorship and Consultancy at local and international advertising outfits in Asia, and the United Kingdom. LENAg haz is a DC-Certified Trainer-Coach in Directive Communication™ Psychology at Directive Communication International (DCI) Asia. A Certified Professional Member of the American Institute Of Business Psychology (AIOBP), and a Certified Professional Trainer of the Global Trainers Federation. LENAg haz was conferred Asia's Extraordinary Trainer Award by Directive Communication International (DCI) Asia on her outstanding training performance for the Russian-Kazakh Heads and Administrators of the Government of Kazakhstan. LENAg haz was also awarded Outstanding Trainer at Directive Communication International (DCI) Asia's Train-The-Trainer program in 2016. She is an Author, and a Certified Firewalker from the Tony Robbins Life and Wealth Mastery University. Having earned a host of world-class professional accolades and masterclass certifications to her merit over a wealth of 29 years professional training and coaching.

### ADMINISTRATIVE DETAILS

DATE	PLATFORM	EVENT CODE
17 - 18 November 2021	Webinar @ Microsoft Team	154/21/CEP/WEB
<b>Time</b>	9.00 a.m. - 5.00 p.m.	
<b>Training Methodology</b>	As stated above	
<b>Fee</b>	<b>RM1,000.00</b> Standard <b>RM800.00</b> Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Assoc. & Advocates Assoc. of Sarawak.	
<b>CPE points</b>	16	