

MANCHESTER
1824

The University of Manchester
Manchester Business School

Your programme

your

Our journey together

International Negotiations

Original Thinking Applied

ABOUT MANCHESTER BUSINESS SCHOOL

Manchester Business School has a global reputation for innovative and influential teaching and research.

1965

One of the UK's first two business schools

2nd in the UK for research power

(REF 2014)*



25

Nobel Prize winners have worked or studied at The University of Manchester

6

INTERNATIONAL CENTRES: Dubai, Hong Kong, Manchester, São Paulo, Shanghai and Singapore

Inspired by Manchester, famous for creativity and innovation

Part of the prestigious University of Manchester
Est. 1824

3 international accreditations



There are various ways of measuring research power. The University's preferred measurement is 4/3* times number of staff submitted.

UNIVERSITY OF MANCHESTER



INTERNATIONAL NEGOTIATIONS

The ability to effectively negotiate and communicate with people from other cultures – whether business partners or colleagues – is integral to success. This is especially true for executives based in multicultural business hubs like Singapore.

If you conduct international negotiations, this programme is for you. It will help you anticipate, understand and manage cultural differences that can lead to misunderstandings, misperceptions and conflict.

We'll ensure you develop the skills to resolve cross-cultural challenges, increase productivity, enhance persuasion, inform decision making, win more business deals – and sustain them.

- Two-day programme
- Suitable for anyone who negotiates with colleagues and clients from different cultures
- Tailored to Singapore with global and regional relevance, through proven theory, practical exercises and case studies

For more information please email luke.wang@mbsw.edu.sg, call +65 6538 4454, or visit go.mbs.ac.uk/singapore/negotiations

COURSE AGENDA

During this two-day course, you will:

- Focus on adapting negotiation and persuasion strategies to suit different cultures (both national and organisational)
- Gain insight into the building blocks of negotiation
- Learn tools and techniques that will help you negotiate successful business deals and exceed expectations.

Part 1 International negotiation: the building blocks, key concepts and tactics

- Framework for international negotiations
- Achieving negotiation objectives across cultures
 - Creating value
 - Maximising value
 - Claiming value
 - Examples of value
- Negotiation strategy and cultural preferences
 - BATNA
 - Reservation price
 - ZOPA
- Power, interests and positions
- Negotiating from a position of weakness
- Rationality and irrational negotiations
- Preparation – developing a scoring system
- Bargaining and haggling
- Offers and anchors
- Negotiation simulation

Part 2 Negotiation and culture

- What is culture?
- Why and how culture and background impact negotiation
- Mapping cultures: a framework for understanding and planning cross-cultural negotiations
- Decoding culture
 - Culture and distributive and integrative negotiation
 - Decision making
 - Trust
 - Status and face
- Cross-cultural communication for effective negotiation

Part 3 Negotiations: international and interpersonal dynamics

- Persuasion: rules or flexibility
- Confrontation and difficult conversations: dignity, grace and honour
- Time orientation
- Listening
- Asking questions
- Body language: modelling successful behaviours
- Direct and indirect communication
- Matching and adapting behaviour for successful outcomes
- Negotiating face to face, by phone and by email
- Bringing it all together
- Negotiation simulation

HOW YOU WILL LEARN

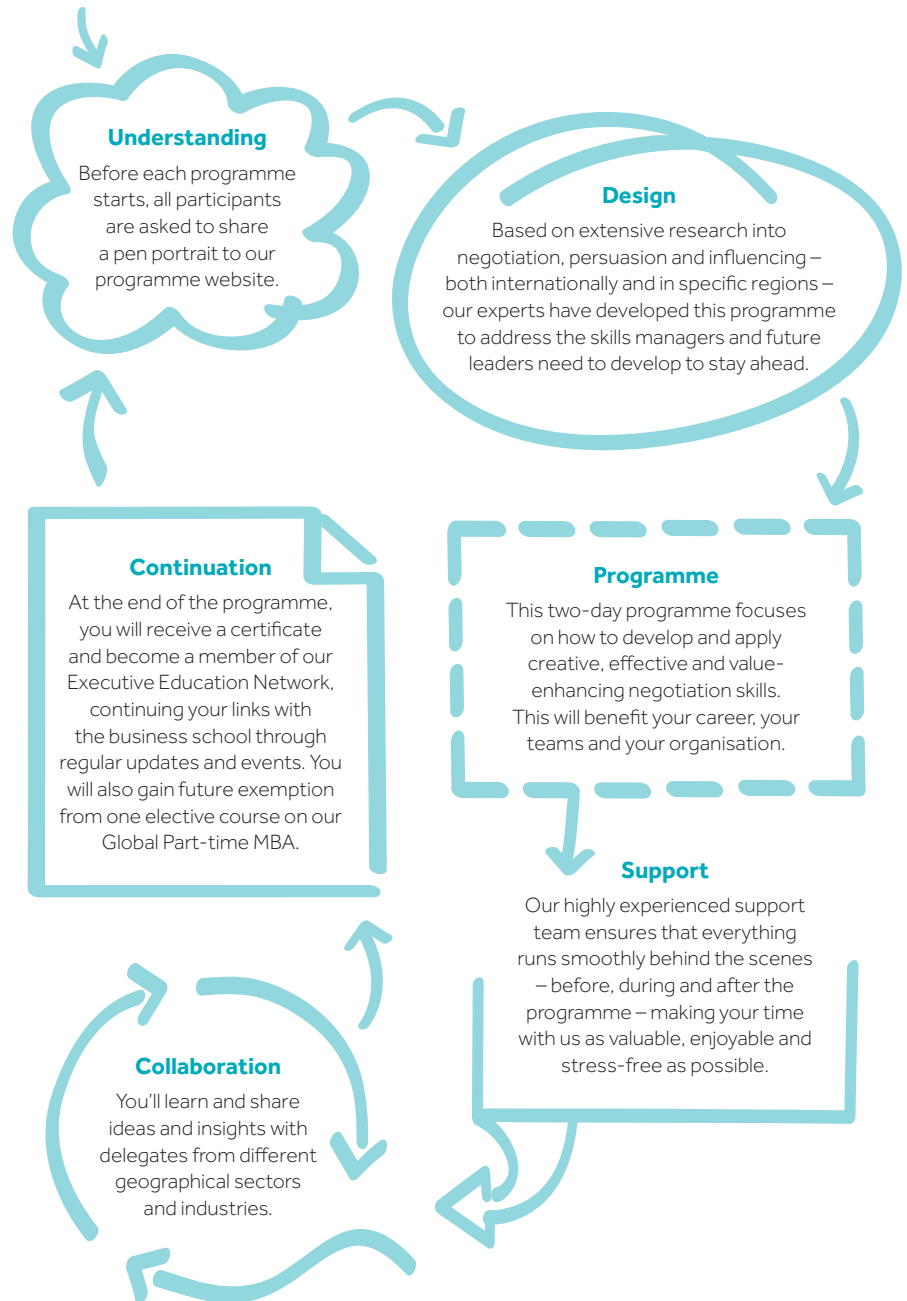
This highly interactive, two-day programme delivers experiential learning based on the latest research. Immediate feedback will enable you to evaluate your effectiveness in a safe environment. You will leave with a toolbox of skills that can be put to use immediately to enhance your own performance – and that of your organisation.

Delivery methods:

- Presentation: max 20%-30%
- Case studies
- Simulations
- Exercises
- DVD extracts
- Coaching
- 'Clinic'



YOUR LEARNING JOURNEY



YOUR COURSE LEADER

Professor Arun Singh, OBE FRSA

Arun is a corporate educator and company board director. With over 25 years' experience, he works as a non-executive director, leading international business lawyer, visiting professor (at UK and international universities and business schools), and senior government advisor. Described by peers and clients as a 'strong commercial thinker', he has worked with organisations from a wide range of sectors and professions, and with sovereign wealth funds in the US, Europe, Middle East, Africa and Asia. He was formerly a partner of KPMG Legal and Masons (now Pinsent Masons).

Arun was appointed an OBE for services to international trade and investment in January 1999, and elected a Fellow of the Royal Society of Arts and Manufacturers.

"I have been involved with international negotiations, persuasion and influencing from the beginning of my professional career, and indeed from a young age, having lived in a variety of countries growing up. I look forward to sharing insights, real-life negotiation scenarios, research and practical approaches, to help participants negotiate effectively and profitably across cultures and borders."



HOW TO REGISTER

We have over 50 years' experience of working with executives from all over the world. Our short courses offer the opportunity to collaborate with delegates from different organisations, giving you the opportunity to network and share best practice while you learn.

For further information about this and other programmes at Manchester Business School please contact:

luke.wang@mbsw.edu.sg

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go.mbs.ac.uk/singapore/negotiations

An aerial night view of Manchester, UK, featuring a prominent skyscraper (The Beetham Tower) illuminated against the dark sky. The city lights and a large stadium (Etihad Stadium) are visible in the foreground and middle ground.

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