

# “Building Negotiation Strategies – Some Key Concepts for Executives”

## INTRODUCTION

Negotiations, minor or major, informal or formal, happen all the time. The outcomes of negotiation do matter, most of the time. Thus, we cannot leave it to chance when we negotiate. We would need a systematic, effective, well tried and proven system.

In this interactive presentation, HKMA senior management members will have the opportunity to reflect on their negotiation experience and the application of some key underpinning ENS concepts including:

- Differentiating the ‘what’ from the ‘how’
- Reviewing ‘negotiating’ v ‘influencing’
- Managing 3 key negotiating time frames
- Appreciating negotiating styles
- Strategically developing common ground
- The ENS ‘Secret Strategy’

## DATE & TIME

Monday, 2 November 2015  
2:00 pm - 5:00pm

## VENUE

The Hong Kong Management Association  
Shop 2, G/F, Pico Tower, 66 Gloucester Road,  
Wanchai, HONG KONG

## FEE

HKMA Member: \$100  
Non-member: \$500

## LANGUAGE

English

## WORKSHOP LEADER

### Michael Hudson - Founding Director & Principal Negotiation Strategist

For the past 37 years Michael Hudson has been changing the way individuals and organisations think and act, empowering them to strategically and successfully influence outcomes and negotiate complex, high value agreements.

Under Michael’s leadership, ENS International has become a premier global negotiation and influencing consultancy servicing clients in almost all industries across all continents. His skill, wealth of insight, knowledge and practical experience has delivered:

- optimal outcomes in high risk / high value commercial transactions
- improved organizational change outcomes
- greater profitability from long term business contracts, and
- improved relationships in highly adversarial disputes such as union/management

Michael is a published author and popular international speaker who regularly delivers insightful keynote presentations on the practical implications of negotiation psychology, cross-cultural negotiations, mediation and the dynamics of persuasion, influencing and conflict resolution.

Michael’s books include ‘Effective Negotiation: A step-by-step guide’, ‘The Legal Negotiator’, and ‘Negotiating Employee Relations’. He has also produced audio tutorials and is regularly asked to provide opinion and commentary for national and international news publications on the subject of negotiation and influencing.

Michael’s experience in the ‘how’ to develop negotiation strategies particularly for large scale projects has placed him in high demand as a trusted advisor and coach for senior executives, as a consultant for large corporations, as a facilitator delivering behavioral influencing and negotiation training programs and as a mediator.

## INSTITUTE OF ADVANCED MANAGEMENT DEVELOPMENT

Established by The Hong Kong Management Association in May 2015, the Institute of Advanced Management Development (AMD) offers advanced management programmes for senior executive development and management consulting services to a whole range of organizations, with a view to making significant contribution to the growth of Hong Kong’s and the Region’s human capital, and living up to the vision and missions of the HKMA.

