

"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

VENUE

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

Enrolment Form





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AC-A6582-2015-1-P 2 November 2015

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

Name (Mr/Ms):		
(Su	name)	(Other Names)
		Membership No.:
Company:		
Address of Company:		
Telephone No. (Office):	(Residence):	(Mobile):
Fax No. (Office):	E-mail:_	
Correspondence Address:		
	Cheque	e Amount: HK\$
Name and Title of Nominator (Mr/Ms		
Nominator Email / Address:		
Sponsorship ☐ Company-s	onsored ☐ Self-spo	nsored
Where did you FIRST learn about th	programme?	
☐ Email ☐ Newspaper/Magazine	olease specify):	☐ HKMA email
☐ Email promotion from other websit	s (please specify):	
☐ MTR Station Display (Please specify)		
Exhibition Education & Careers Ex		
 Registration must be made on the Enrolment F. Acceptance is subject to the discretion of the Applicants will be notified by telephone to a Applicants are expected to attend the course When a programme is over-subscribed, addingetings when necessary. For ENROLMENT and ENQUIRIES please cal No refund will be made after payment, but the Association at least 2 days prior to program Fax reservations are welcome but are subject commencement, whichever is sooner. Applications, upon full payment, will be proceed when Typhoon Signal No.8 or above is in and remedial examinations will be arranged scheduled. The HKMA reserves the right to make alterat Ms Kathy Tam on 2774-8594. Website: www. 	ent Association, 16/F Tower B Southmarm provided and returned to the Associat Association. Infirm receipt of the application form a lat the place and time specified in the lional classes may be started in some 2774-8501 (Customer Service Departmarticipants can arrange to have their participants can arrange to have their participants can arrange to have their participants confirmation by payment in full with seed on a first-come first-served basis, orce during classes/examinations, all of When Black Rainstorm Warning is in ons regarding the details. For course diskma.org.hk	ark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong. tion before the programme commencement date (Not less than 5 days) with full fee. and full programme fee. An official receipt will be sent to you within two weeks. brochure unless otherwise notified. The cases. Applicants may then be notified of the new time, dates and place of ment) during normal office hours or fax 2774-8503. Colaces substituted should they be unable to attend the programme by notifying ithin 10 days of the date the reservation is made or 5 days prior to programme
other related regulations which will be chan true, accurate and complete. I understand the information given may disqualify my applica 2. I understand that, upon my registration in the	ed from time to time. I declare that t it the data will be used in the admissi on for admission and enrolment in the programme, the data will become pa	cy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and the data given in support of this application are, to the best of my knowledge, on assessment process and that any misrepresentation, omission or misleading e programme. Introf my student record and may be used and processed for all lawful purposes established policy of the HKMA and the Hong Kong Personal Data (Privacy)

Declaration

Ordinance (Cap.486).

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as

☑ I consent. ☐ I do not consent.

allowed by HKMA and the laws of Hong Kong from time to time.

Date:	Signature:	