

2011 Clariden Global Executive Education  
Negotiation Strategy Program

# Negotiation and Influence Strategies

Professor Michael Benoiel

Director of the Centre for Negotiation, Maryland, USA

Awarded Innovative Teaching Award and Dean's Teaching Honor List at Singapore Management University

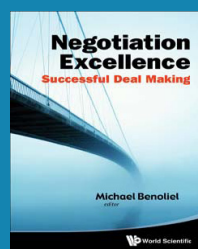
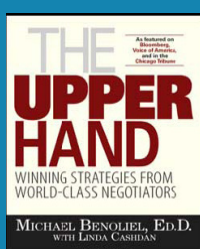
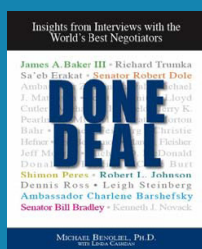
Former professor of management at The Johns Hopkins University, USA

Michael Benoiel is a leading authority in the field of best practices in Negotiation. Dr. Benoiel is the author, co-author, and editor of *Negotiation Excellence: Successful Deal Making* (2011), *Negotiating* (2009), *The Upper Hand* (2006), and *Done Deal: Insights from Interviews with the World's Best Negotiators* (Platinum Press, 2005). His book *Done Deal* is based on his personal interviews with the world's best negotiators in business, diplomacy, labor, sports and law including United States Secretary of State, James Baker; US Senator, Robert Dole; Vice Chairman of Time Warner, Kenneth Novack; Chairman and Chief Executive Officer of Black Entertainment Television; US Trade Representative, Charlene Barshefsky; Leading sports agent in the United States, Leigh Steinberg. *Done Deal* was named by The Chicago Tribune as one of "The Best Business Books of 2005". Some of Dr. Benoiel's media interviews and appearances include Bloomberg Television, CAN TV Channel 21, Chicago, BusinessWeek, Straits Times (Singapore), The Deal, The Washington Diplomat, The Wall Street Radio Network, WXRK New York, and Reuter.

Dr. Benoiel is the Director of Centre for Negotiation, Maryland, USA with more than 20 years of University teaching experiences which include teaching Effective Negotiation Programs at The Johns Hopkins University and University of Maryland (USA). Dr. Benoiel is also an Associate Professor of Organizational Behavior and Human Resources Practice at Lee Kong Chian School of Business, Singapore Management University. He is the winner of *SMU Innovative Teacher Award 2010*. In 2008 and 2009 he was listed in the Lee Kong Chian *Dean's Teaching Honour List*.

In addition to his University teaching and research activities, he has an accomplished 20-year career as a management consultant in the field of effective negotiation. He has worked with many respectable global organizations including Microsoft, Shell Oil, British Petroleum, Hewlett-Packard, Agilent Technology, Motorola (China) Electronics, Institute of Systems Sciences (Singapore), Bosch, Deutsche Bank, ABN-AMRO, ExxonMobil, Petronas (Malaysia), Petronas-Mitco (Japan), Halliburton, Bayer Health Care, Johnson & Johnson, Singapore Tourism Board, Reuters, Cathay Pacific Airways, British American Tobacco, Manulife, American International Assurance (AIG), RICOH, and AT&T Asia Pacific.

Publications by Dr. Michael Benoiel:



# NEGOTIATION AND INFLUENCE STRATEGIES



**Dr. Michael Benoiel**, *Director of the Centre for Negotiation, Maryland, USA*

Michael Benoiel is a leading authority in the field of best practices in Negotiation. Dr. Benoiel is the author, co-author, and editor of *Negotiation Excellence: Successful Deal Making* (2011), *The Upper Hand* (2006), and *Done Deal: Insights from Interviews with the World's Best Negotiators* (Platinum Press, 2005). His book *Done Deal* is based on his personal interviews with the world's best negotiators in business, diplomacy, labor, sports and law, and it was named by **The Chicago Tribune** as one of **"The Best Business Books of 2005"**. Dr. Benoiel is the Director of Centre for Negotiation, Maryland, USA with more than 20 years of University teaching experiences which include teaching Effective Negotiation Programs at The Johns Hopkins University and University of Maryland (USA). Dr. Benoiel is also an Associate Professor of Organizational Behavior at Lee Kong Chian School of Business, Singapore Management University. He was awarded the **Innovative Teacher Award 2010** and was listed in the **Dean's Teaching Honor List**. Many respectable global companies have benefited from his workshops including Microsoft, Hewlett-Packard, Agilent Technology, Motorola (China) Electronics, Shell Oil, ExxonMobil, Petronas, Bosch, Deutsche Bank, ABN-AMRO, Bayer Health Care, Johnson & Johnson, Reuters, and Cathay Pacific Airways.

## PROGRAM SUMMARY

Program:	<b>Negotiation and Influence Strategies</b>
Dates:	31 March – 1 April, 2011
Location:	Shangri-La Hotel, Singapore
Program Essence:	This intensive and highly interactive program is designed to provide <b>Senior and Middle-level executives</b> with a set of best-practices negotiation tools to enhance the quality and effectiveness of their negotiations. The participants will engage in concepts, simulations and exercises developed by <b>Harvard Business School, Harvard Law School, and Kellogg Business School, Northwestern University</b> . Led by Dr. Michael Benoiel, who has completed extensive research based on personal interviews on how world-class master negotiators in the West and East negotiate, participants will gain extensively from his practical case studies, real world examples and effective negotiation framework.

## PROGRAM INTRODUCTION

Everyone's professional success is largely dependent on his/her ability to influence others and reach efficient and satisfactory agreements with internal and external stakeholders. Since the interests, perceptions, attitudes, or values of various stakeholders often differ, it is challenging to reach efficient and mutually beneficial agreements.

In this two-day highly interactive program, participants will develop effective negotiation skills by engaging in complex one-on-one, multiparty, and team negotiations using concepts, simulations and exercises developed by the Harvard Business School and Kellogg Business School. Participants will also gain best-practices negotiation tools and techniques on how world-class master negotiators in the West and in the East negotiate.

## WHO WILL BENEFIT MOST

This highly interactive program is designed for Senior and Middle-level executives with management experience in various functional areas, organizations, and industries.

**Management Job Titles:** Regional, Division, Chiefs, Directors, Heads, VPs, Senior VPs, GMs, Managers, Senior Executives, Executives, Specialist

**Functions:** General Management, Marketing & Sales, Finance, Corporate Planning, Commercial, Retail, Operations, Production, Procurement, Legal, Business, Strategic Planning, Supply Chain, Manufacturing, Project Management

## HOW YOU WILL BENEFIT

Through this executive program, participants will be able to:

- Understand the best practices used by world class Master Negotiators
- Learn how to develop the mutual value creation strategies
- Understand the complex dynamics and challenges of multiparty negotiation
- Build effective coalitions building ability
- Understand the dynamics and challenges of team negotiation
- Identify the universal factors of persuasion

Key highlights of the program:

- Engage in Negotiation concepts, simulations and exercises developed by **Harvard Business School, Harvard Law School, and Kellogg Business School, Northwestern University**
- Learn from **Best-Practices Negotiation Tools and Techniques** on Successful Negotiation Strategies based on extensive research and in-depth personal interviews conducted by Dr. Benoliel
- Receive a complimentary publicly-acclaimed negotiation book authored by Dr. Benoliel

## PROGRAM OUTLINE

### DAY 1

#### Understanding Master Negotiators' Best Practices

##### Negotiating Simple Deals

- Single and multi-issue negotiation
- Hands-on simulation: Negotiation Deal

##### Negotiating Complex Value Creation Deals

- Create contingent contracts
- Hands-on Simulation: Value Creation Negotiation

### DAY 2

#### Multiparty Negotiation

- Understand the differences between negotiation, auctions, and negotiauction
- Hands-on simulation: Multiparty Negotiation

#### Think Strategically and Coalitionally

- Stakeholders mapping and power analysis
- How to build winning coalitions

#### Team Negotiation

- The dynamics and challenges of team negotiation
- Hands-on simulation: Team Negotiation

#### The Art of Persuasion

- Identify the universal factors of persuasion

Hear from Past Participants:

"As a master professor, he is dynamic, a skilled group leader, and a superb discussion facilitator. Not only is his delivery and mastery of the material excellent, he also has sensitivity to the needs and interests of the participants"  
- Senior Director, Johns Hopkins University

"Dr. Benoliel's presentation and approach to negotiating masterfully is very useful and important to practice. I have learned greatly in this workshop and benefited from him, especially on the application of the HBDI to negotiation."  
- Procurement and Development Manager, British American Tobacco

Registration begins at 8:30 am on Day 1. Program starts at 9 am on both days and end at 5 pm. There will be breaks for mid-morning refreshment, lunch and mid-afternoon refreshment.

Programs, dates and locations are subject to change. In accordance with Clariden Global policy, we do not discriminate against any person on the basis of race, color, sex, religion, age, national or disability in admission to our programs.

Contact us at +65 6827 9765 | [admissions@claridenglobal.org](mailto:admissions@claridenglobal.org) | [www.claridenglobal.org](http://www.claridenglobal.org)