

NEGOTIATING FOR SUCCESS



PROGRAM DETAILS

FACULTY

Sheila Singam

DATE/TIME

26 April 2027
9.00AM - 5.30PM

FEE*

RM2,750 |
USD688

VENUE

Asia School of
Business

Program Overview

Everything you do in life is a negotiation. Whether you're deciding where to go for dinner, in a high-stake conversation to secure a promotion, or assigning work to a junior employee – you are in a negotiation. Your ability to persuade others, gain support for your ideas, and create win-win situations between parties will determine your success in life.

The common misconception about negotiation is that people see it as a zero-sum game. The smartest people are those who see negotiating as a game of value creation – for both sides. Many people you meet will have different points of views, values, risk preferences, likes, and dislikes. Successful negotiation is the ability to pay attention and listen well, reconcile those differences to create benefits, and work towards an agreement that maximizes value for both parties.

Whether in your work or personal life, understanding how to negotiate well is an essential aspect in building strong relationships and resolving conflict. If you want to take your leadership effectiveness further, and create a positive impact within your environment – this program is most certainly for you.

Taught by **Sheila Singam**, the **Negotiating for Success** program is structured around 3 key tensions that exist within most types of negotiations. These are the tensions between:

- Creating and distributing value
- The interests of principals and their agents
- Empathizing with another's point of view whilst asserting your own opinions

In any negotiation, people make choices about how to manage each of these tensions. Through interactive role-playing and simulations, this program will help you reconcile the tradeoffs and understand how to manage conflicts and differences to achieve the best possible outcome.

Learning Outcomes

At the end of the program, participants will have learned:

- Key elements to successful negotiation
- Techniques to manage conflicts and the 3 key tensions in negotiations
- Cross-cultural negotiations and multi-party negotiations

Who Will Benefit?

- **Mid- to Senior career professionals** in leadership and managerial roles, who aspire to advance in their careers and gain the confidence to negotiate for better outcomes.
- **Entrepreneurs and Business Owners** who want learn how to better capture value and maximize performance for their business and stakeholders through successful negotiations.

Program Outline

9:00AM - 9:45AM	Introduction to program: Connection exercise
9:45AM - 10:45AM	Session 1: Adopting the Right Mindset for Negotiation <ul style="list-style-type: none">• Redefining negotiation• Why do negotiations fail?• Success factors for negotiation• When do you negotiate at work• Different negotiation styles
11:00AM - 1:00PM	Session 2: Frameworks & Principles for Negotiation <ul style="list-style-type: none">• Stages of negotiation• Approaches to negotiation• Interest-based negotiation• Best alternative to negotiated agreement• Tradeables and currencies in negotiation• Principles for negotiating: Cialdini model
2:00PM - 3:30PM	Session 3: Tools for Negotiation <ul style="list-style-type: none">• Verbal and non-verbal ways to build rapport• Pacing language to show empathy• Questioning skills to uncover and address real concerns
3:45PM - 5:30PM	Session 4: Models For Negotiation <ul style="list-style-type: none">• Values negotiation model• Negotiation simulation

Note:

- Lunch and two tea breaks are included in the program agenda.

** Program details are subject to change.*

Faculty



Sheila Singam is a dynamic professional with a passion for unleashing individual potential. With over 18 years of experience in training and development, she delivers transformative training programs blending NLP and contemporary theories. Sheila holds an Honours degree in Mathematics and Chemistry, a Diploma in Education, and certifications as a Trainer of NLP and Time Line Therapy®.

Sheila also holds a Post-Graduate Diploma in Innovation and Design Thinking delivered jointly by MIT Sloan, Columbia Business School and Tuck School of Business. She also holds a certificate in Circular Economy & Sustainability Strategies from Cambridge University's Judge Business School, as well as a certificate in Storytelling from IDEO U. In addition, she is certified in Game-Based Learning and Accelerated Learning Practice, through which she brings a learner-centric approach to all her programs.

She is a certified Virtual LearnCaster trained in delivering online programs.

Note: *

- Excludes Sales & Service Tax (8%)
- Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.
- USD Pricing is indicative pricing. All fees are invoiced in Malaysian Ringgit (RM). USD amounts are shown for reference only and will vary based on the prevailing exchange rate at the time of payment.
- ASB reserves the right to amend the program design, schedule, or faculty lineup without prior notice to maintain academic and delivery excellence.



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