OPEN ENROLLMENT PROGRAM

AICB 8 CPD HOURS

ASIA School of Business
in collaboration with MIT Sloan Management
Iclif Executive Education Center

NEGOTIATING FOR SUCCESS

HRDCORP CLAIMABLE

PROGRAM DETAILS

FACULTY	DATE/TIME	FEE
Sheila Singam	26 May 2025 9.00AM - 5.00PM	RM2,750 before SST*

*Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.

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.

Faculty

Sheila Singam has been conducting transformational programs across a variety of industries for the past 17 years.

She has an Honours degree in Mathematics and Chemistry and a Diploma in Education from University Malaya as well as a Post-Graduate Diploma in Innovation and Design Thinking jointly delivered by MIT Horizon Sloan, Columbia Business School and Tuck School of Business. She is also a Trainer of Neuro Linguistic Programming and NLP Coaching certified by the American Board of Neuro Linguistic Programming and a Trainer of Time Line Practitioner certified by the Time Line Therapy® Association in addition to being a certified trainer by the Human Resource Development Fund (HRDF) under Malaysia's Ministry of Human Resources.

Sheila is much sought after for her training and presentation skills and has been featured on talk shows on Malaysian television stations on Astro and on the country's most popular business radio station, BFM89.9, where she has a monthly series on Biz Bytes. She is also a columnist for The Star.

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