



EXECUTIVE EDUCATION

WORLD-CLASS REGIONAL EXPERT

SUCCESSFUL NEGOTIATIONS FOR EXECUTIVES



Oct 31 - Nov 2

EXECUTIVE | 2018
EDUCATION



PROGRAM OVERVIEW

Program content and topics covered:

As an executive rises up the corporate ladder, negotiation skills become more and more important. The executive must negotiate every day – not only with crucial stakeholders such as business partners, but also colleagues, supervisors and direct reports.

Negotiation skills are essential not only for corporate transactions, but for garnering support and building long-term business relationships.



WHO SHOULD ATTEND?

- Executives and senior leaders in all types of organizations
- Individuals with outstanding careers and leadership roles in various settings



WHAT WILL YOU LEARN FROM THIS SEMINAR?

At the end of this course, you will be able to:

- Accelerate your leadership skill through practical knowledge and tools you need
- Turn leadership challenges into opportunities, uncovering and applying your greatest potential and purpose as a leader.



FACULTY

Kathy O'Brien.

Faculty, Organizational Behavior, Sasin
Managing Director, Red Shoe Communications Pte Ltd.,
Singapore



FEE & PAYMENT

The registration fee of **Baht 59,500*** per person, includes course materials, lunches and refreshments. A crossed cheque payable to SASIN or money transferred to:

Sasin Graduate Institute of Business Administration (Registration fee)
Siam Commercial Bank Public Co., Ltd.
Siam Square branch
Account no. 038-4-42882-3

- Early Bird registration receives a 20% discount (Baht 47,600) when a payment is made before **October 3, 2018**.
- Sasin alumni (MBA, EMBA, HRM, ASEP, SEP) receives a 30% discount (Baht 41,650) when a payment is made before **October 3, 2018**. After that, a 20% discount (Baht 47,600) will be applied.

For payment, please contact Finance Section, at 02-218-3869. email the pay-in slip to Finance@sasin.edu or fax to 02-611-8954.



WHEN & WHERE

The seminar will take place on **October 31 - November 2, 2018** at **Sasin Graduate Institute of Business Administration of Chulalongkorn University**.

SCHEDULE

DAY 1

08.45 – 09.00	Registration
09.00 – 10.30	Goal-setting and initial case study
10.30 – 10.45	<i>Break</i>
10.45 – 12.00	Case study analysis and discussion
12.00 – 13.00	<i>Lunch</i>
13.00 – 14.30	Self-reflection tool, exercises and discussion: handling opposition
14.30 – 14.45	<i>Break</i>
14.45 – 16.00	The Persuasive Intelligence model with videos and analysis

DAY 2

08.45 – 09.00	Registration
09.00 – 10.30	Persuasive Intelligence exercises and applications
10.30 – 10.45	<i>Break</i>
10.45 – 12.00	The GRASP Negotiation model; drill-down on setting goals
12.00 – 13.00	<i>Lunch</i>
13.00 – 14.30	Applying the GRASP model to a case study: negotiation role-play
14.30 – 14.45	<i>Break</i>
14.45 – 16.00	Analysis of role-plays and the GRASP model

DAY 3

08.45 – 09.00	Registration
09.00 – 10.30	GRASP model: Goals, Routes, Arguments and Substitutes in real life
10.30 – 10.45	<i>Break</i>
10.45 – 12.00	GRASP model: Persuasion, with various applications
12.00 – 13.00	<i>Lunch</i>
13.00 – 14.30	Negotiation role-play
14.30 – 14.45	<i>Break</i>
14.45 – 16.00	Role-play debrief; consolidation of all learnings and applications

“Immersive course focused on skills to apply immediately in any type of negotiation.”



Please scan QR Code for Registration

www.execed.sasin.edu

For more information, ExecutiveEducation@sasin.edu

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