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**OPEN ENROLMENT PROGRAM**

**CUSTOM BUILT available**

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# NEGOTIATING FOR SUCCESS

Faculty  
**Sheila Singam**



6 May 2024  
9:00am – 5:00pm



RM 2,500  
before SST



## 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 almost two decades of experience in training and development. An adjunct faculty member of ASB, she has been featured regularly on Malaysia's premier business radio station, BFM89.9 and on talk shows on ASTRO.

She has delivered profound programs on leadership, coaching, culture, communication, innovation and stakeholder management for numerous organizations across multiple industries that include financial services, FMCG, construction, property development, oil & gas, pharmaceutical, hospitality, regulators and government.



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