

World-Class Management Development Series

AAMD
HKMA Institute of Advanced
Management Development

“Negotiation: Strategies and Skills for Success”

Thursday & Friday
14 & 15 April 2016
9:00 am - 5:00 pm



Yale SCHOOL OF
MANAGEMENT

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Yale School of Management Program on "Negotiation: Strategies and Skills for Success"



The Institute of Advanced Management Development of The Hong Kong Management Association will be bringing in Professor Daylian M. Cain of Yale School of Management to Hong Kong to deliver a program on "Negotiation: Strategies and Skills for Success".

About Yale School of Management

The mission of the Yale School of Management is to educate leaders for business and society. The school's students, faculty, and alumni are committed to understanding the complex forces transforming global markets and using that understanding to build organizations — in the for-profit, nonprofit, entrepreneurial, and government sectors — that contribute lasting value to society.

The school, an integral part of Yale University, is active in connecting to the Global Network for Advanced Management, and in ensuring that senior executives acquire crucial technical skills and develop a genuine understanding of an increasingly complex global context.

The school's centers and initiatives pull together faculty from across the university to advance understanding of critical questions in business and organization scholarship.

Yale School of Management's founding mission to educate leaders for business and society has multiple interpretations:

- *We educate purposeful leaders who pursue their work with integrity.*
- *We educate leaders for all sectors of society—public, private, nonprofit, and entrepreneurial.*
- *We educate leaders who understand complexity within and among societies in an increasingly global world.*

In all of these manifestations, the mission is a powerful means of thinking about how business leaders can contribute value to their organizations, communities, and society at large.

About the Institute of Advanced Management Development

The Institute of Advanced Management Development (AMD) was established in May 2015 to offer advanced management programmes for senior executive development and management consulting services with a view to making significant contribution to advancing Hong Kong's human capital, living up to the mission and vision of HKMA. AMD becomes Hong Kong's unique institution that provides a platform and channels for renowned scholars and management experts from around the world to interact with our fellows and members, as well as senior executives from business, education, health and public sectors. In the process, state of the art knowledge and innovative ideas that are relevant to the economic development of Hong Kong and the Region are imparted and generated.

Administrative Details

Date and Time

Thursday & Friday, 14 & 15 April 2016
9:00 am - 5:00 pm

Venue

The Hong Kong Management Association
14/F Fairmont House
8 Cotton Tree Drive
Central HONG KONG

Fee

HKMA Member: HK\$31,000
Non-member: HK\$33,000
Group Discount: an additional 10% discount will be offered if 3 or more participants register together
(Complimentary lunch is included on both days)

Language Medium

English



The Program

Success in business and life depends on the ability to negotiate. Award-winning professor of management and marketing, Professor Daylian Cain of Yale University will teach participants how to conceptualize and prepare for a negotiation. The course will enable participants to see beyond disagreements to uncover important underlying interests and better determine what negotiated agreement is feasible.

This course will include practical workshops in which participants negotiate with each other, practicing various negotiation strategies and tactics, followed by feedback and coaching from the professor. The course will build from basics through to advanced strategies for creating and claiming value in negotiations.

Topics Include:

“Friendly Ambition”

How aggressive should you be in negotiations? When should you stop pushing for more? We will discuss the pros and cons of being ambitious/ aggressive during negotiations. This session will serve as an attitude adjustment and will lead into a review of some basic negotiation concepts and how to prepare for negotiations.

Value Claiming

We will examine various strategies for claiming value and will discuss tactical considerations, e.g., when you should go first in a negotiation, what you should say at the start, and how you should react to counteroffers. Practice exerting “friendly ambition” and finding sources of power when your own power is lacking. After all, it is not just about expanding the pie: learn how to carve out a larger slice.

Job Negotiation

Participants will pair off and negotiate a job contract which will be scored on all issues. We will reveal what the most efficient contracts look like in an ideal world and give hints on how to reach such contracts in everyday situations.

Value Creation

How can one create value in realistic settings, where the other side will not easily give up information? What questions can one ask to get information from the other side? These questions are at the heart of “win-win” negotiations. Learn how to make the best of situations in which the other side sees the world differently than you do. Learn techniques for making mutually efficient tradeoffs, as well as for revealing critical information without weakening your own position.

Perspective Taking

One of the most important but underperformed tasks for a negotiator is to “get inside the other side’s head.” We will discuss the psychology of perspective taking and how to better understand one’s partners and opponents.

Lie Detection & Prevention

Learn why you often don’t have to lie in negotiations and how to detect when others are lying to you. Most “lie-detection” techniques do not work as well as promised. We will discuss some of the problems with standard techniques and will reveal methods that are better suited for real-world negotiation.

Suitable For

Senior executives and business leaders who have responsibility for negotiating with another party to produce a better outcome for their organizations.

The Program Leader

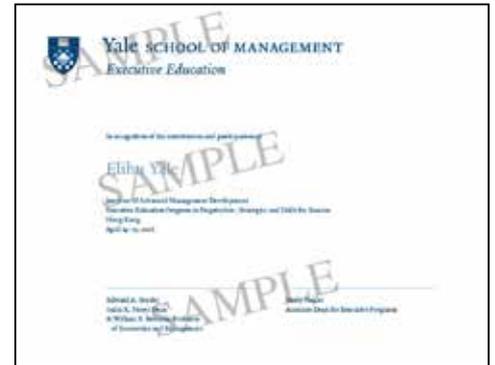


Professor Daylian M Cain is an award-winning professor of management and marketing at Yale University. His research and consulting focuses on “judgment and decision making” and “behavioral business ethics” – in other words, he studies the reasons that smart people do dumb things and good people do bad things. Cain is a leading expert on conflicts of interest, especially the “perverse effects of disclosing conflicts of interest.” This work ties in with Cain’s work on how to turn altruism on/off. Cain’s work has been discussed in *The New Yorker*, *Forbes*, *the Washington Post*, *Business Week*, *USA Today*, *the New York Times*, *the Wall Street Journal*, and other top media outlets.

Professor Cain graduated with a First Class Honors BA from Dalhousie University. He received masters degree from Dalhousie and from the University of North Carolina and proceeded to earn his MS and PhD from Carnegie Mellon University. He was a Russell Sage Fellow of Harvard University from 2006 to 2007.

Enquiries

For reservations and general enquiries, please call Customer Service Department on 2774-8501. For course details, please contact Ms Vester Wong on 2774-8552.



Sample Certificate of Completion

Yale School of Management Program on "Negotiation: Strategies and Skills for Success"

AC-A6857-2016-1-F 14 & 15 April 2016

HKMA Member: HK\$31,000 Non-member: HK\$33,000

Group Discount: an additional 10% discount will be offered if 3 or more participants register together (Complimentary lunch is included on both days)

Name (Mr/Ms): _____
(Surname) (Other Names)

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

Telephone No. (Office): _____ (Fax): _____ (Residence): _____ (Mobile): _____

Email: _____ Education: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name and Title of Nominator (Mr/Ms): _____

Nominator Email / Address: _____

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Where did you **FIRST** learn about this programme?

Email Newspaper/Magazine (please specify): _____ HKMA email

Email promotion from other websites (please specify): _____

Website advertisement (Please specify): _____

HKMA Website (From where did you learn about, please specify): _____

MTR Station Display (Please specify): _____

Exhibition Education & Careers Expo (EEX) Jobmarket Career & Education (EJEX)

Others (Please specify): _____

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to:
Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Vester Wong on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

- Note:**
1. I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
 2. I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
 3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

I consent. I do not consent.

Date: _____ Signature: _____