

NEGOTIATING WITH THE DRAGON



WINNING BUSINESS NEGOTIATION WITH THE CHINESE

“To negotiate successfully with another country, a good negotiator should study that country’s history, culture and negotiating style. ...The beginning of wisdom is to understand that we all live in our own cultural box.”

*Professor Tommy Koh
Ambassador-At-Large
Ministry of Foreign Affairs*

Participants will learn:

- ✓ UNDERSTAND your own psychological biases while making judgments under uncertainty and risk
- ✓ CREATE, VALUE & EXECUTE deals as a confident Chinese negotiator
- ✓ STRATEGIC SKILL to garner your fair share of what is negotiated
- ✓ ABILITY TO AVOID common mistakes made by negotiators
- ✓ PERCEPTION TO UNDERSTAND your own ethics and style & that of the Chinese counterpart
- ✓ ABILITY TO WORK with people whose backgrounds, expectations & values differ from your own
- ✓ ABILITY TO ANALYSE negotiations at a more sophisticated level
- ✓ OPPORTUNITY TO PRACTICE your negotiation skills with direct feedback from your peers & faculty
- ✓ CAPACITY TO REFLECT & learn from your experience & that of others



Coached by: Dr Foo Check Teck, Author of the globally influential Art of War work

Your discovery to many useful & timeless principles

INTRODUCTION

After more than a decade, China is still one of the most attractive markets for businesses. Though more knowledge is available and experience acquired in dealing with the dragon from the East, conducting business negotiation remains a complex and often incomprehensible process.

Chiefly because of the lack of knowledge from formal studies, research and availability of such information of the Chinese negotiating style and the society they lived in which exerts a strong influence over their behaviour.

Negotiating With The Dragon is a major breakthrough both in terms of curriculum and trainers. For the first time, we have assembled two highly respectable scholars and entrepreneurs, from Singapore and China to facilitate in this workshop. A panel of seasoned practitioners will impart valuable advice and tips.

Both of the experts bring with them a wealth of knowledge and experience from a large diversity of background. Our Chinese facilitator, as a practitioner, sat on the Chinese side of the table. And as a scholar, he is also fully up-to-date on Western social science knowledge.

Together, they offer deep insights into the Chinese negotiation style, imparts broad perspective that extends to the institutional and ideological ways of the Chinese Communism, the Confucian tradition and the ancient writings on strategy and the ways for outwitting the enemies.

OUTCOME

By the end of this 2-day workshop, delegates will be better able to understand their Chinese counterparts, read the game plan, execute counter-strategies, negotiate to secure deals with balanced of benefits, win co-operation, built trust, lay strong foundation for long-term working relationship and gain respect with their Chinese partners through:

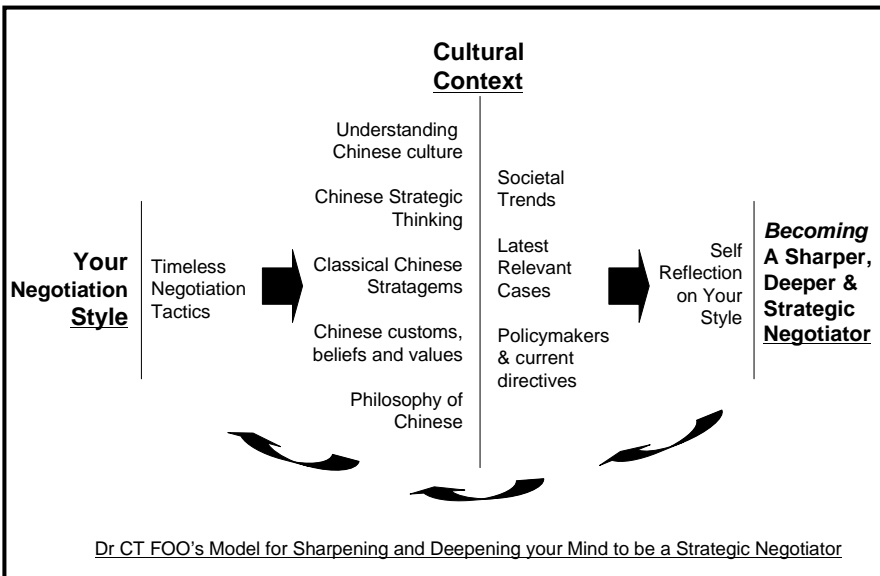
- KNOWING their own style of negotiating and the underlying cultural assumptions it reflects
- HAVING a deeper understanding of Chinese business culture: what motivates the typical Chinese business person and how s/he prefers to negotiate
- BEING able to modify their communication style appropriately and harmonize more successfully with Chinese expectations
- KNOWING how to influence Chinese partners through adopting a more successful approach to negotiation

Negotiating With The Dragon

is a valuable training from the Asian and Chinese perspective in contrast to many such programs facilitated by Westerners on Chinese business negotiation style. This workshop offers an in-depth socio-cultural and psychological understanding of Chinese negotiating behaviours and tactics in Sino-Western style business negotiation context. It addresses this fascinating and complex subject by looking systematically at various components of Chinese business culture, which range from contemporary Chinese politics to ancient Chinese philosophies and military stratagems. **Negotiating With The Dragon** imparts practical advice and essential skills on business negotiation and working effectively with the People's Republic of China.

Participants will engage in a series of hands-on simulations set in the Chinese contexts, building from simple two-party encounters to complex multiparty scenarios. Some of the exercise emphasize psychological aspects of bargaining, value creation and distribution, coalition dynamics and intra-team negotiation, with a special focus on organised preparation and process analysis.

Participants should finish the programme as more effective and reflective negotiators with the help of a conceptual framework to diagnose problems and promote agreement, both outside and inside their organisation.



ALL OUR TRAINING INCORPORATES video, demonstration, skill practices and case studies to maximize learning, knowledge retention and facilitate application. We placed high value on peer learning and delegates are expected to share their personal experiences.

EVENT'S DETAILS

Topic : Negotiating With The Dragon

Date : 4 - 5 Oct 2006, (0900 to 1700)

Venue : York Hotel

WHO SHOULD ATTEND

Negotiating With The Dragon is designed for executives who have at least three to five years of management experience and have gained some experience in conducting and supervising business negotiations in China.

Your discovery to many useful & timeless principles



“The top negotiator know the ultimate truth in sealing deals: *Speak less, get much more.* Do it right and it is effortless. An ancient Chinese belief...*Lao Tzu* brushed it down 2,500 years ago!”

Source: Dr FOO Check Teck

FLEXIBLE PROGRAM DESIGN

Once you sign up the program, we will invite you to suggest specific issues that you want to be addressed during the program (see Figure). Participants are encouraged to share their experiences with the class.

Sharpening Skills

- Your negotiating style
 - Assessing
 - Understanding
 - Changing
- Classic art of negotiation
 - Strategies
 - Tactics
 - Counters
 - Cases
 - insights
- Negotiating with Chinese
 - Culture
 - Strategic thinking
 - Unique stratagems
 - Philosophy, values & beliefs

Deepen Thinking

- Social trends in Chinese society
- Reported cases on negotiation
- Latest research negotiating in China
- Policy-makers & new thinking
- Future directions

Specific Issues & Trends

*Problems
Contracts,
Situations,
Problems,
Cases,
Crisis,
Dilemmas*

**Panel
Discussion**

Uniquely, a dynamic program structure

YOUR PROFESSIONAL TRAINERS

Our unique trainers combine a rich diversity of real-world experience in negotiation, strong cultural heritage, elite education and with years of immersion in other cultures.



Prof FOO Check Teck

Born a true-blue Singaporean, **Prof FOO Check Teck** is renowned for his research into *Art of War* corporate strategy and in-depth psychological analyses of *Mind of Sun Tzu*. Among his many notable works, making global impact are: *Organizing Strategy: Sun Tzu Business Warcraft* was chosen by Blackwell-in-Oxford, UK as *Spring's Choice* and *Reminiscences of an Ancient Strategist* (recent Russian edition) recommended by London's prestigious *World Review*, won the top national book prize. He is now founding as editor international journal of *Chinese Management Studies* (2007), UK Emerald Publishing.

Besides NTU where he is Associate Professor, Systems and Engineering Management; he is an *Honorary Professor of Competitive Strategy* at St. Andrews, Scotland. Dr FOO Check Teck's talent is uniquely multi-disciplinary in PhD MBA (Finance) LLB Barrister FCMA FCIM ACIS is uniquely multi-disciplinary in legal, accounting & finance and strategy (*Man of Renaissance: Straits Times* feature). Thus he brings a unique holistic dimension to all his trainings.

Prior to being an academic, he had more than a decade of real world experience: Operations Officer (military), Industrial Relations Advisor, Manager (Legal and Personnel) of international bank, Project Manager of German MNC, Assistant Director & Management Trainer of productivity statutory board. His insights to Japanese art of war are gained through his sojourn in Tokyo as Singapore-Japan Government Fellow at Japan Productivity Center. A UN Registered Consultant he was recently in both north and south of Vietnam as ILO International Consultant on industrial relations strategy. Currently he is *Creative Strategy Consultant* to a major Foundation as well *Adjunct Associate Professor* to SIM University.



HAN Bin

No negotiation training is ever complete without views from the person across the table. **HAN Bin**, A scholar & entrepreneur from China will demonstrate with examples and give practical insights from the Chinese perspective. Sitting on the other side of the table, he will provide deep insights of how the Chinese negotiates, their psychology and how to motivate them.

MODERATOR FOR PANEL DISCUSSION

A/Prof David Chew is from the School of Civil and Environmental Engineering in NTU. His main research interests include strategic management of China's construction industry, management of Sino-foreign construction joint ventures, knowledge management and relationship marketing for international construction. He was twice honored as the NTU Teacher of The Year in 1997 and again in 2003.

A panel of negotiation experts will offer valuable input from the practitioner's perspective. Acquire unique perspective, learn from the success & failures of others, sharpened your instincts, develop your mind for creative options and achieve your business goals.