



Sharpening Minds, Shaping Leaders
since 1982

Negotiation Skills for Maximizing Returns

Melanie Billings-Yun, Ph.D.

Sasin Visiting Professor

June 1 - 2, 2009

EXECUTIVE EDUCATION

Graduate Institute of Business Administration of Chulalongkorn University

Sasin was founded on September 15, 1982 by Chulalongkorn University with the support and collaboration of Kellogg School of Management and the Wharton School. On December 5, 1987, the name "Sasin" was graciously bestowed by His Majesty King Bhumibol Adulyadej of Thailand on the occasion of His Majesty's 60th Birthday, and so, GIBA became Sasin.

Sasin's development has so far fulfilled the expectations of its founders whose vision was to establish "an educational institute of the highest order of excellence". Facilities include centrally air-conditioned study center, a special business and management library with over 6,000 volumes of textbooks and publications as well as over 80 titles of periodicals; access to Chulalongkorn University's highly advanced Computer Center and international

electronic communication networks, more than 70 sets of personal computers, computer projection and audio-visual systems essential for effective learning. Academic programs currently offered are: Doctor of Philosophy in Business Administration (Ph.D.), Master of Business Administration (MBA), Master of Business Administration (Executive), Master of Science and Graduate Diploma in Human Resource Management, advanced



management development programs, business and management seminars as well as business and management communication training.

The ability to get what you want without fighting battles is one of the most globally sought after skills, both on the job and in everyday life. **Knowing how to negotiate well** is the key to increasing sales effectiveness, smoothing customer relations, achieving workplace goals, resolving personal conflict and just getting things done. In the process, you will gain confidence and control over your interpersonal communication.

What clients around the world have said about Dr. Billings-Yun's negotiation programs...

Dr. Billings-Yun's course far exceeded our expectations in terms of both content and delivery. Since I attended, I have used her effective approach to negotiation many times in both my business and personal life .

> **Michael Sypsomos, Director of Project Management, Unocal Thailand**

Dr. Billings-Yun's insights into Asian behaviors and her in-depth understanding of the Asian way of thinking are very practical and useful when applied to real-life negotiations. The knowledge I gained from her program was invaluable in helping me achieve my business goals.

> **Dr. Ram Piyaket, Project Manager, IBM Global Services**

Dr. Billings-Yun's workshops have always received the highest kudos from our members-especially for her deep practical cross-cultural insights. Her central message, that negotiations must be based on clear understanding and mutual respect, is a lesson that many of us still practice on a daily basis.

> **Tami Overby, Executive Vice President, American Chamber of Commerce in Korea**

Since the program she gave for us, I have continued to hear positive word-of-mouth about Melanie's depth of expertise and her engaging approach to facilitating learning about negotiation.

> **June Tan, Director of Continuing Professional Development, The Law Society of Singapore**

CANCELLATION POLICY

Cancellation penalties will be charged using the following guidelines:

There will be no cancellation charge for registrants canceling twenty (20) or more business days prior to the scheduled date.

Participants who cancel less than twenty (20) business days but more than ten (10) business days prior to the scheduled training date will be charged 25% of the course fees.

Course cancellations ten (10) or less business days but more than five (5) business days prior to the scheduled training date will be charged 50% of the course.

Course cancellations made five (5) business days or less of the scheduled training date will be charged 100% of the course price.

No-shows will be charged 100% of the registration fee.

All cancellations must be sent in writing via mail, fax, or e-mail.

Sasin reserves the right to cancel any scheduled courses due to low registrations, or for any other reason, without financial obligation. Should that become necessary, Sasin will notify registrants at least one week prior to the start day.

>SEMINAR LEADER

Melanie Billings-Yun, Ph.D.

Dr. Melanie Billings-Yun is founder of **Global Resolutions**, an Asia-Pacific consulting firm providing negotiation strategies, assistance and training to business, government and individual clients. Formerly a lecturer and research director at Harvard's Kennedy School of Government, Dr. Billings-Yun has assisted numerous multimillion dollar joint ventures between Asian and Western companies. Her list of over 50 corporate clients includes Deutsche Bank, Citibank, McKinsey & Co., Siemens, Samsung, Hyundai, Digi Telekom, Siam Cement, and Unocal. She has also advised both Western and Asian government agencies and NGOs.



Dr. Billings-Yun has a Ph.D. from Harvard University, an MSc. from the London School of Economics, and graduated first in class (*summa cum laude*) from Portland State University in the United States. She is the author of *Decision Against War*, published by Columbia University Press, and is currently completing a book on negotiation, *Beyond Dealmaking*, that will be published by Jossey Bass in 2009.

Having lived the past 24 years in Hong Kong, Indonesia, France, South Korea, Thailand and Singapore with her diplomat husband, she

has deep understanding of different cultures, primarily in Asia. In each country she has written about, advised, and taught negotiation, international business strategy, and relationship management. She has also mediated and negotiated a wide range of international business disputes.

Dr. Billings-Yun is a regular Visiting Professor at both the Sasin Graduate School of Business Administration in Bangkok (a partner with the Kellogg School of Management) and the Master of International Management program at Portland State University.

Starting from breaking through positional thinking, you will practice how to:

- understand and satisfy your and your company's long-term interests
- think outside of the box to create win-win solutions
- turn conflict into collaboration by using problem-solving communication
- build a "WAL" to strengthen your confidence and persuasive powers
- keep your eye on the prize, to get what you want and to know when you've got it
- achieve a value-creating deal for your side that actually enhances relationships with the other

FEE & PAYMENT

The non-refundable registration fee of **Baht 45,000*** per person, includes course materials, meals and refreshments. A crossed cheque payable to SASIN should accompany this registration form. We can only confirm your registration after your fees are received and cleared.

- Registration fee is corporate income tax deductible under the Royal Decree issued under the Revenue Code Governing Exemption of Taxes and Duties (No. 437) B.E. 2548 (2005).
- 25% special discount for Sasin alumni (MBA, EMBA, HRM, ASEP, SEP).

PROGRAM SCHEDULE

Monday, June 1, 2009

Discussion:	What is negotiation ? What are your negotiation challenges ?
Lecture:	Introduction to principled negotiation
Self-analysis:	How do you handle disputes ?
Lecture:	The GRASP™ method for maximizing negotiation returns
Exercise:	Negotiation planning: <i>Yamhill Berry Farm</i>
Demonstration:	<i>Yamhill Berry Farm</i>
Role play:	<i>The Recording Contract</i>
Discussion:	Lessons from role play

Tuesday, June 2, 2009

Lecture:	Changing Minds: Breaking Through Positions to Reach Agreement
Self-Analysis:	My Communication Style
Video:	Negotiation of a Commercial Lease
Discussion:	Language and body language
Role Play:	<i>"The Software Contract"</i>
Discussion :	Lessons from role play
Case studies :	Putting it all together: Negotiation at work
Discussion :	Setting personal goals; Q & A

WHERE & WHEN

The seminar will take place at Sasin Graduate Institute of Business Administration of Chulalongkorn University, Sasa Patasala Building. The two-day program runs on **Monday, June 1, and Tuesday, June 2, 2009** from 08.45 - 17.00 hrs.

>NEGOTIATION SKILLS FOR MAXIMIZING RETURNS

June 1 - 2, 2009

The application may be photocopied for additional participants. To ensure the accurate processing of your application, please type the information requested below.

Please check Mr. Ms. Dr.

Name in Full (English) _____

Name in Full (Thai) _____

Nationality _____ Age _____ yrs.

Position/Title _____

Name of Organization _____

Business Address _____

Tel. _____ Fax _____

E-mail _____

Education/Training

Institutions Attended _____ Major _____

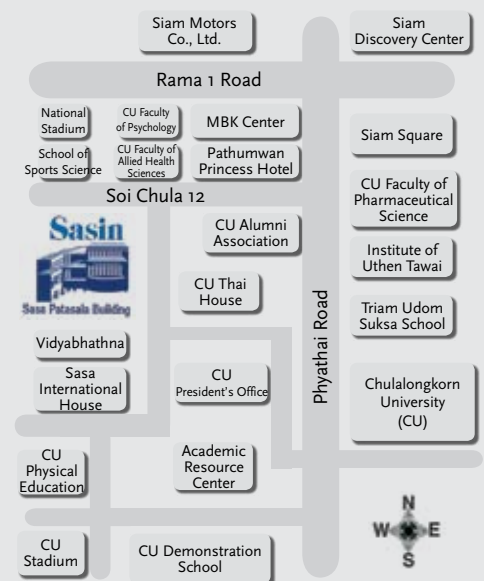
Degree/Cert. Conferred _____ When _____

Please check the following

- A crossed check payable to Sasin is enclosed.
- I shall make full payment of registration fee before May 20, 2009. I understand that a confirmed reservation cannot be guaranteed prior to payment.
- Money transferred to The Siam Commercial Bank Public Co., Ltd., Siam Square Branch, Savings Deposit Account No. 038-2-04022-1 for Sasin Graduate Institute of Business Administration. Please fax pay-in-slip to 02.216.1314
- Vegetarian meals are preferred.
- Sasin alumni (Program Class.....)

Signature

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For further information, please contact:

Sasin Executive Education

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