

INFLUENCING & NEGOTIATION *MASTERCLASS*



Early Bird: RM1,660

Normal Fee: RM1,960

**including 8% SST*

23 June | 9 a.m. – 5 p.m.
Concorde Hotel, KL

This workshop equips participants with practical strategies to enhance influence and negotiate confidently through discussions, exercises, and role-plays. Learn to adapt to different stakeholders, communicate assertively, and leverage personal power for positive outcomes.

www.symphonydigest.com
www.doshu.com.my

Nur Alisa

alisa@symphonydigeest.com | 016-6062816

Farrah Sureina

farrah@symphonydigest.com | 018-948 2800

Influencing and Negotiation Masterclass



Module 1: Fundamentals of Influencing Others

- Establishing Credibility and Trust (Activity)
- Understanding Personal Power and Its Role in Influence

Module 2 : Building Influential Relationships

- Adapting Behaviour to Influence Others
- Finding Common Ground (Activity)
- Practising Assertive Behaviour in Discussions and Negotiations (Activity)
- Role-Play: Applying Assertiveness in Fictional Scenarios (Activity)

Module 3 : Fundamentals of Negotiation

- Core Principles of Effective Negotiation
- Moving Beyond Positional Bargaining (Activity)
- Embracing Diverse Perspectives to Create Win-Win Solutions

Module 4 : Essential Negotiation Skills and Techniques

- Practising Active Listening to Avoid Assumptions (Activity)
- Using Summaries and Clarifications to Build Understanding (Activity)
- Making and Refusing Requests with Confidence (Activity)
- Negotiation Simulation: Applying Key Techniques (Activity)

TRAINER'S PROFILE

The trainer was a business consultant in Deloitte, Ernst & Young, and Andersen where he helped clients to articulate enterprise strategies and align business models and technology investments. His clients were primarily from the financial services and public sectors, advising them in areas of strategy and transformation, customer management, performance and cost management, and PPP/PFI. His clients included those from the energy, aviation and transport infrastructure sectors.

From there, he went on to lead Performance Management Solutions at SAS Institute, and was an Associate Partner for Business Analytics; Optimisation at IBM's Global Business Services, leading the ASEAN Smarter Commerce Solution. At both SAS and IBM, he helped clients develop digital and advanced analytics capabilities.

He later joined ZICO, assuming the role of Chief Value Officer, driving shareholder value creation such as M&A and investment as well as the group's digital and business transformation, before being made CEO of Shakeup Online, an online legal service start-up affiliate of the ZICO Group. The trainer currently provides advisory services on business start-ups and transformation.

www.symphonysdigest.com
www.doshu.com.my

Nur Alisa

alisa@symphonysdigeest.com | 016-6062816

Farrah Sureina

farrah@symphonysdigest.com | 018-948 2800

Influencing and Negotiation Masterclass



REGISTRATION DETAILS

PARTICIPANT DETAILS

Name:

Position:

Department:

Contact Number:

Email:

Name:

Position:

Department:

Contact Number:

Email:

ADMIN DETAILS

Name:

Position:

Department:

Company:

Contact Number:

Email:

Address:

Payment Method: ☐ Direct Payment ☐ Claim HRD

Notes:

- Cancellations made less than 14 days before the training date or non-attendance on the day of training are non-refundable. Substitution is allowed.
- Once registration is confirmed, the client is fully liable for the course fee, regardless of whether payment is made directly or through the HRDC grant, and even if participants do not attend the training.
- Clients who opt for direct payment must ensure full payment is made before the training date.
- HRDC grant applications must be submitted and approved before the training day. The maximum claimable amount is RM1,750 per participant per day. Any shortfall between the approved grant and the course fee must be topped up by the client.
- Should the number of confirmed participants be too low to ensure a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.

www.symphonysdigest.com
www.doshu.com.my

Nur Alisa

alisa@symphonysdigeest.com | 016-6062816

Farrah Sureina

farrah@symphonysdigest.com | 018-948 2800