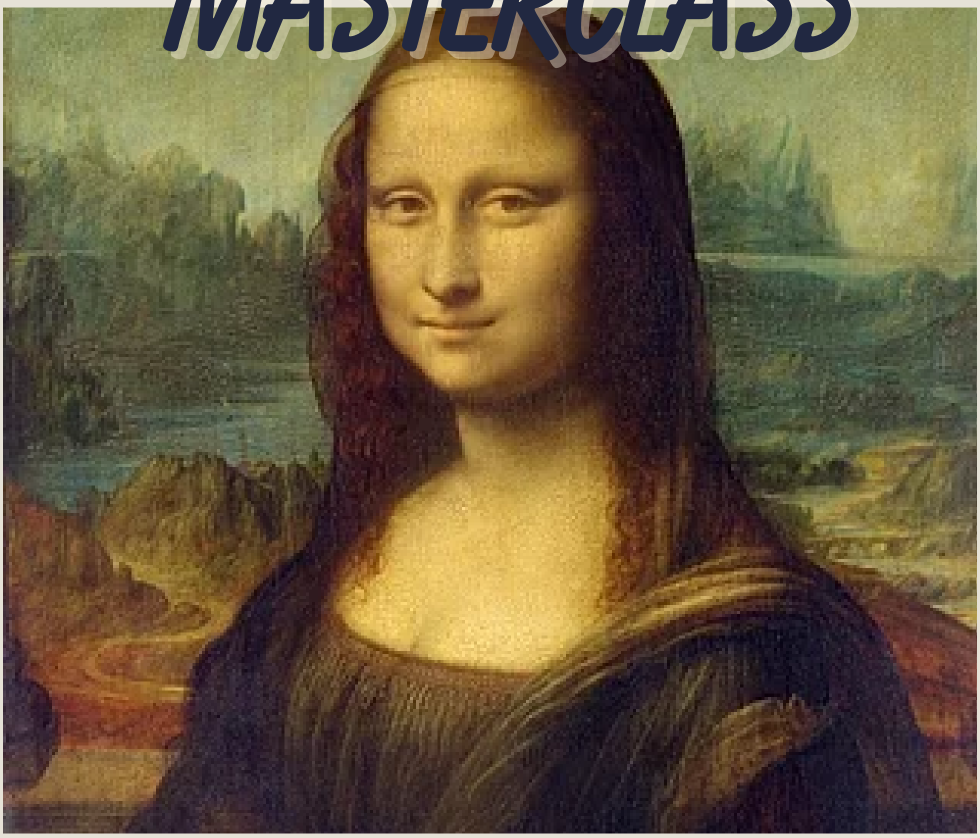
Symphony Digest Sdn Bhd
(870359-P)

Programme ID: 10001637137

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

SIDC CPE-APPROVED: 10 CPE POINTS

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.

HRDCORP CLAIMABLE

www.symphonydigest.com
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Influencing and Negotiation Masterclass

Module 1: Influencing in the Capital Market Context

- Establishing Credibility and Trust with Clients and Stakeholders
- Understanding Personal Power and Its Role in Influencing Outcomes
- Balancing Commercial Objectives with Regulatory Expectations
- Activities: a) Applying the Credibility Matrix in a Professional Context
  b) Mini Case Vignette: The High-Yield Bond Recommendation

Module 2: Building Influential Relationships Across Stakeholders

- Adapting Behaviour to Influence Clients, Investors, and Internal Stakeholders
- Finding Common Ground in Client and Stakeholder Conversations
- Applying Assertive Behaviour in High-Stakes Discussions and Negotiations
- Activities: a) Adapting Your Approach in Challenging Stakeholder Situations
  b) Aligning Investor Expectations with Risk-Return Profiles
  c) Assertiveness in Practice: Client and Stakeholder Scenarios
  d) Role-Play: Handling Difficult Conversations in Client Advisory and Internal Contexts

Module 3: Negotiation in Capital Market Contexts

- Core Principles of Effective Negotiation in Financial Contexts
- Moving Beyond Positional Bargaining in Deal and Advisory Situations
- Keys to Effective Negotiation • Perspective-Taking to Achieve Sustainable Outcomes
- Activities: a) Reflection Exercise: Positional Bargaining in Practice
  b) Multi-Stakeholder Negotiation Simulation

Module 4: Applied Negotiation Skills in Client and Deal Contexts

- Practising Active Listening in Client and Stakeholder Conversations
- Using Summarising and Clarification to Ensure Shared Understanding
- Making and Managing Requests with Confidence in Professional Contexts
- Applying Negotiation Techniques in Complex Situations
- Activities: a) Active Listening Exercise: Avoiding Misalignment and Assumptions
  b) Making and Managing Requests in Real Scenarios
  c) Simulation: Aligning Sales, Risk, and Compliance

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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.

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.*

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