

International Negotiations in Pharma MasterClass

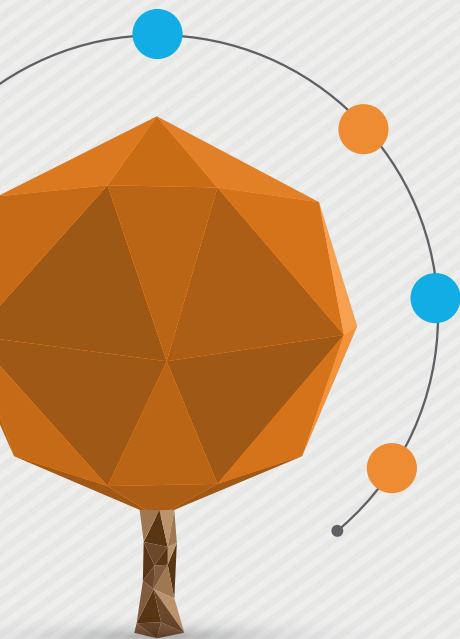
Including Cross Border, Online and Virtual Negotiations

Arun Singh 



KEY TAKEAWAYS

- This 2 day intensive practical programme is aimed at participants who wish to enhance their negotiating skills to master the art of negotiating for a range of legal negotiations, including one-on-one and team - on- team negotiations, negotiations with multiple partners, and one-off and continuing negotiations, also negotiating with more powerful counterparts
- All in a safe environment with case studies, video clips and actual practice date
- Become conversant with the 'Harvard Way of Negotiating'
- Negotiating virtually and online relying on the most up to date research of successful approaches in the Covid 19 virtual world introducing new approaches and ideas.
- Identify opportunities to create value through negotiation
- Learn through a diagnostic how to adapt your negotiation approach for better outcomes
- Be introduced to a Negotiation Planning Worksheet to benchmark the progress of negotiations
- Participants will practice and refine their negotiation skills, receiving feedback and coaching to start implementing their learning immediately following the course benefitting their organisations and themselves.





EVENT INTRODUCTION

- Takes participants through the whole negotiation process
- Be introduced to an established and proven framework
- Share the facilitative trainers knowledge experience of negotiations and learnings as a lawyer, corporate adviser and board director
- Learn the trainers tested 7 Key Negotiation Behaviours and Habits for Enhanced Success
- Master the specific new and critical skills of negotiating virtually and online – with tips and techniques
- Learn to negotiate with difficult people
- Interactive workshops sectors



WHO SHOULD ATTEND?

- General Managers
- Sales professionals
- Marketing professionals
- Business Development Manager/ Officer
- Buyers
 - Strategic Development Manager
 - Manager In-Licensing International
 - Portfolio Director International
 - Head of R&D Licensing
 - Director of Life Cycle Management
 - Global Business Development





Meet the Trainer:



Arun Singh

(Prof) OBE FRSA

Director, IBMDS Ltd

This course is delivered by **Arun Singh OBE FRSA (Prof)** a leading international business lawyer and formerly a partner at KPMGLegal. A large part of his time now is spent as a corporate educator in cross border deals in the UK and abroad for Fortune 500 companies, SME's and governments. He is a Visiting Professor at UK and Chinese universities.

A Corporate Educator for over 16 years, since transitioning from being an international commercial lawyer. Formerly a Partner and Global Head of International Commercial Law at KPMGLegal, Masons (now Pinsent Masons) and Salans (now Dentons). He also led an International Business Group for KPMG Europe and where he commenced his involvement in executive education and management consultancy.

The independent Chambers Global: The World's Leading Lawyers he is described by peers and clients as "well connected" and "a strong commercial thinker". He has completed studies and research in Cross Cultural Management at Judge Cambridge University and Case Studies at IMD, Lausanne.

Arun's work is for clients across a range of service and industrial sectors and has included BA, Bank of China, BP, BT, Capita, Diageo, Etisalat, GSK, Goldman Sachs, HSBC, ICBC, Infosys, KKR, Lazards, Motorola, Novartis, NovoNordisk, Olympus, Philips, PWC, RBS, Shell, TATA, Total, and a number of sovereign wealth funds.

He is an Associate of Moller Institute, Churchill College, University of Cambridge, Executive Education Associate, Adjunct academic at Alliance Manchester Business School on the Global MBA Programme. Previously, Visiting Professor to the Universities of Glasgow Caledonian, Salford, SBC – University of Shanghai, China. He is also a Senior Consultant for KPMG - Trompenaars Hampden-Turner the pre eminent management consultancy on Cross Cultural leadership, a Senior Consultant at Moller PSF Group Churchill College, University of Cambridge and Associate - Executive Education, Moller Executive Education, Churchill College, University of Cambridge

Arun has published in the Financial Times, European Business Handbook, Growing Business Handbook, ICC Manual on Emerging Markets, Euromoney Guide to Emerging Markets, and The Director. He is the author of the book Business & Contract Law for Non Lawyers and a number of case studies.

He was appointed an OBE by HM the Queen in January 1999 for services to international trade, investment and management. He was a non-executive director of the Board of the UK Government's UKTI. He sits as a Non Executive Director on the boards of listed and private companies.



DAY1

09:20  Connecting to the Online MasterClass

09:30
What is Negotiation?
Introduction – Essentials for Successful Negotiation Outcomes
What is Negotiation?
Framework for Negotiation

- Simulation

11:00  Coffee Break

11:30
Negotiation Objectives – Which One will You Choose?

- Creating value
- Maximising value
- Claiming value
- Examples of value

Negotiation Strategy – The Harvard Way

- Positions and Interests

12:30  Lunch Break

13:30
Selecting your strategy

- BATNA
- Reservation price
- ZOPA
- Target Points

Negotiating Planning Worksheet – Benchmarking How Your Negotiations Are Progressing

Key 7 Negotiation Behaviours and Habits for Enhanced Success

- Body Language and Misunderstanding Body Language
- How to Display Neutral Non Transparent Body Language
- Asking Questions – Impactful techniques - and which questions not to ask
- Listening – gathering information to create value
- The 4 C's
- Persuasion – Structuring a Persuasive Message
- Dealing with Confrontation and Difficult Conversations

15:00  Coffee Break

15:30
Defining a Great Deal

- Negotiation Balanced Scorecard
- Measuring Progress of a Negotiation
- Developing a Scoring System
- Benchmarking Final The Outcome

Offers

- Who should make an offer and when
- The "Winner's Curse"
- The "Chilling Effect"
- Precise or Range Offers
- Early Offers
- Later Offers

Overnight Diagnostic as to a Participant's Individual Negotiating Style to Complete

16:40  End of day 1

All dates and times are expressed in UTC/GMT+2 on the Agenda.





DAY2

09:20



Connecting to the Online MasterClass

09:30

Recap of Day 1

Diagnostic – Know Your Dominant Negotiating Style

- Recognise Others Style
- Broadening Your Styles
- Adapt your style for different circumstances

Bargaining

- Leveraging with impact
- Concessions – an art and a science!
- How transparent should you be?
- Key Questions – An Elephant's Friend
- Killer question with confidence
- 'Log – rolling' – Value Added Trade – offs
- Multi Issue Offers – 'MIO'
- Multiple, Equivalent, Simultaneous Offers – 'MESO'

11:00



Coffee Break

11:30

Power, Rights and Interests – Disputatious Negotiations

- Power, Rights and Interests Model
- Re – directing rights and power driven negotiators
- How to use rights and power effectively
- Rational and Irrational Negotiations
- The 4 W's

Negotiating - Virtually and Online

12:30



Lunch Break

13:30

What is Different About Negotiating Virtually – Face to Face and Email

Virtual Negotiations Tool Kit – 12 Insights for Success

Virtual and Electronic Communication and Negotiations – including the latest research with case studies

- Email – advantage or disadvantage in negotiations
- Adjusting to Non Visual/Face to Face Negotiations
- Developing E-charisma
- The virtual handshake – richer negotiation communication
- 2 to 1 ratio in E Negotiations
- 10 rules for email negotiations
- Advantage of Linguistic Style Matching in Negotiations
- Visuals in and success in negotiations
- Getting your co-negotiator to act as your mirror
- The Key 4 moves in for virtual negotiations success
- Getting Virtual Negotiations 'back on track'
- Detecting lying in text based conversations

15:00



Coffee Break

15:30

International Negotiations

Negotiating Across Cultures

- What is Culture?
- Why and How Culture and Background Impacts Upon Negotiation
- Mapping Cultures - A Framework for Understanding and Planning Cross Cultural Negotiations
- Decoding Culture
- Face, Dignity, Harmony, Honour, Social Structures
- Culture and Distributive and Integrative Negotiation
- Decision Making
- Trust
- Status and Face

Effective Tools for Cross Cultural Communication to Avoid 'Cultural Incidents' and 'Misunderstanding'

Clinic for Participants to Consider Particular Issues They Face in Negotiations

Action Plan for Each Participant

Feedback/Evaluation session

16:30

16:40



End of day 2

*All dates and times are expressed in UTC/GMT+2
on the Agenda.*



● Upcoming Events

FINANCIAL EVENTS

- Fraud Prevention, Detection and Investigation MasterClass September, 2021
- Effective Remote Internal Auditing MasterClass September, 2021
- Facing Risks in Business MasterClass September, 2021
- Fixed Income Portfolio Management MasterClass October, 2021
- The Future of Internal Audit MasterClass October, 2021
- Advanced Enterprise Risk Management MasterClass November, 2021

PHARMACEUTICAL EVENTS

- Analysing and Drafting Commercial Contracts in Life Sciences MasterClass August, 2021
- VBA & Innovative Contracting in Pharma MasterClass August, 2021
- Pharma Contract Drafting MasterClass August, 2021
- A Stakeholder Engagement Approach to Clinical Trials MasterClass September, 2021
- Pharma Mergers and Acquisitions MasterClass September, 2021
- Advanced Precision Medicine MasterClass September, 2021
- Pharmacovigilance on the Internet and Social Media MasterClass September, 2021
- Advanced CMC MasterClass September, 2021
- How to Submit Variations in Europe MasterClass September, 2021
- Advanced Pharma Root Cause Analysis MasterClass September, 2021
- Blockchain in Pharmaceuticals Masterclass September, 2021
- Unlocking the Potential of Cell and Gene Therapies MasterClass September, 2021
- Critical Quality Attributes of Recombinant Proteins for Therapeutic Use MasterClass September, 2021
- Building Digital Health Solutions MasterClass September, 2021
- Meeting the In Vitro Medical Devices Regulation MasterClass September, 2021
- Advanced Nanotechnology in Medicine MasterClass October, 2021
- Advanced Genome Editing MasterClass October, 2021
- US Healthcare & Smart Pharma Packaging – Regulations & Technical MasterClass October, 2021
- Synthetic biology & Biopharma – a unique platform for growth and sustainable future MasterClass October, 2021
- Risk Based Monitoring - During & Beyond Covid MasterClass October, 2021
- Advanced CMC MasterClass for the US Market October, 2021
- Advanced CMC MasterClass + How to Submit Variations in Europe MasterClass November 2021

HUMAN RESOURCES EVENTS

- Digitalization Compensation & Benefit Processes MasterClass August, 2021
- Manage the Annual Salary Review MasterClass September, 2021

CROSS INDUSTRY EVENTS

- H&S Legal Compliance and Leadership MasterClass September, 2021

● ● About GLC

Global Leading Conferences (GLC) is an industry leader in the field of business intelligence. We provide interactive & impactful business platforms and networking opportunities for senior level executives by bringing them together for B2B Conferences, Global Summits, Training & Workshops. Being customer focused and having our client's priorities at the forefront, are amongst our core values and is of high importance to the way we operate our business.

Our passion for customer satisfaction and results, drive us to work with industry experts closely - who fully understand their peers interests and day-to-day challenges - in order to deliver the most impactful events. We are specialized in industries such as; Pharmaceutical, Banking & Finance, Energy, Oil & Gas, IT & Communication, Sales & Marketing, Law and Human Resources.

Our commitment is to deliver the latest information to our clients, while maintaining highest quality and standards. By attending GLC events your company will be able to apply advanced strategies to your operations, gain the latest know-how's and benchmark yourself higher against the competition while enjoying a 5 star environment.

GLC'S CUSTOM IN-HOUSE TRAININGS

What is it?

- No travel or logistic expenses for the team (we deliver it at your facilities)
- Maximize ROI with a depth tailored content accordingly to your corporate needs
- 360 degrees GLC Learning experience – Individual pre-questionnaire for each participant, several case studies and post training diagnose with participants
- Maturity assessment for the team during the preparation of the course

Contact us for more information and tailored details:

booking@glceurope.com