



TAYLOR'S
BUSINESS SCHOOL

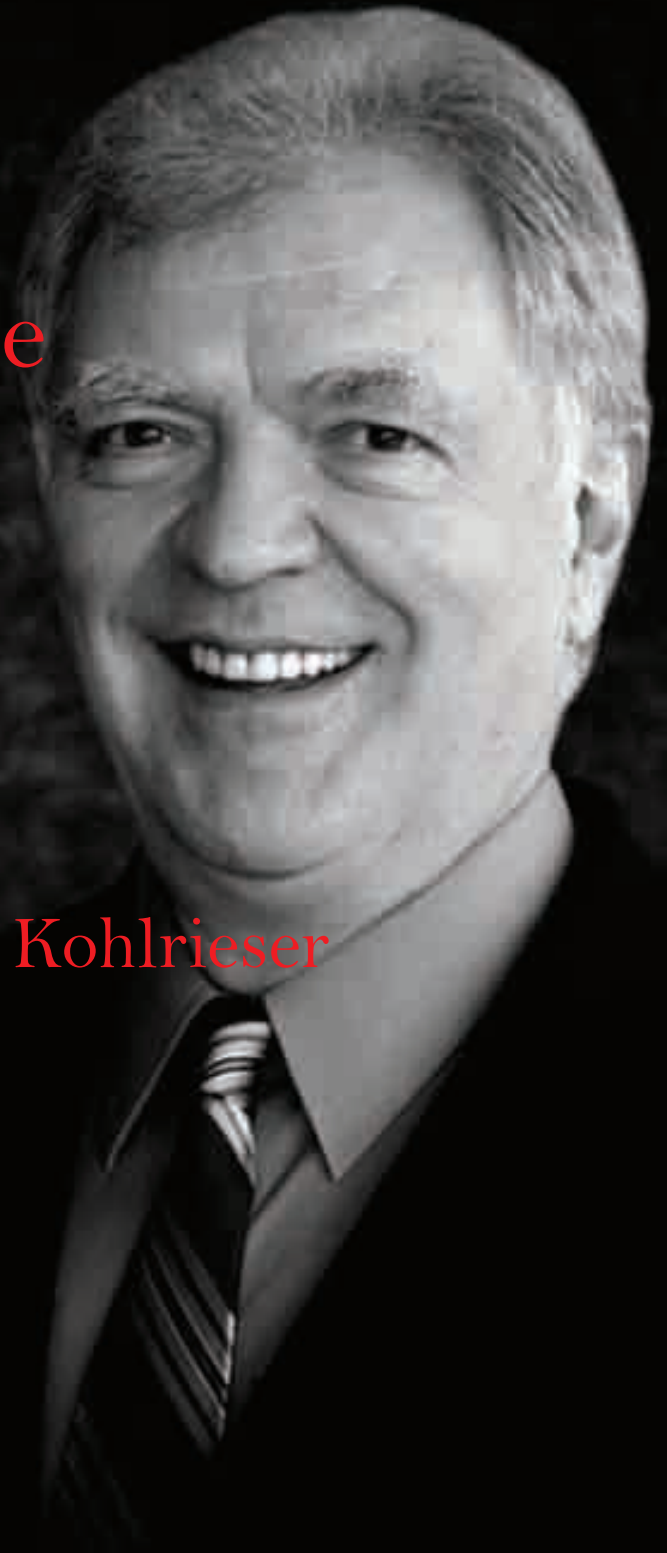
High Performance Communication: Influencing, Persuading & Negotiating

by Professor Dr. George Kohlrieser

11 January 2011 | 9am to 5pm

Taylor's Lakeside Campus

RM 2500 per participant



High Performance Communication: Influencing, Persuading & Negotiating

by Professor Dr. George Kohlrieser

High Performance requires all members of an organisation to work together across boundaries of culture, diversity, interpersonal differences, and conflicts. In essence, every organisation is a product of how its leaders and members think and interact.

This presentation aims at introducing participants to the concept of leadership as a process of communication, dialogue, influence and persuasion.

In order to influence followers effectively and correctly, organisational leaders need to adopt a mindset of “playing to win” rather than “playing not to lose” allowing them to bring forth their vision with passion. Cutting edge leaders know how to take appropriate risk, inspire trust and create opportunities to foster success for themselves, their teams, and their organisations.

Many leaders lose their way because of a lack of inner and outer ‘secure bases’: people, goals, beliefs in their life that serve the leader as his or her foundation when making judgments and decisions.

The latest research demonstrates that the mindset of the leader is the key. Once the correct mindset is in place, the behavior and language of the leader becomes their most powerful tool to influence and persuade others to collaborate and stay fully involved. This can be done with or without formal authority. The leader as a lighthouse becomes the anchor to handle the big and small storms to help keep followers aligned regardless of how much turmoil surrounds them. Drawing on the studies of high performance leadership from the business world, sports, education, high performance teams, and personal achievement; we translate this cutting edge knowledge to the real world of leading in times of uncertainty. When leaders create a sense of security even in the most uncertain and dangerous environment, followers are protected from the negative consequences of uncertainty.

Programme Overview

- The role of influencing and persuasion in the negotiation process
 - Using the law of reciprocity as a method of influencing
 - Managing resistance to change, the difficult person, and the cycle of escalation
 - The art of concession making as a key to high impact negotiation
 - What leaders can learn from techniques used by animal trainers facing dangerous animals
 - Understand diversity
 - Respecting cultural differences in negotiations
 - Values and ethics of successful negotiators
-
- Focusing with the "mind's eye" to overcome negative mindsets
 - How brain science can help leaders be more persuasive
 - High performance leadership
 - What hostage negotiators know and do to get an over 90% success rate
 - The cycle of bonding to build trust and inspiration
 - The need for the leader to be a secure base to build trust
 - Communication for high impact
 - The power of dialogue to build bridges and common understanding
 - Handling difficult conversations and conflict management

Programme Structure

- High impact communication
- Influence, persuasion and negotiation
- Action Learning and application through Role-playing
- Feedback
- Action Planning

What will you learn?

- Learn how to be a secure base
- Understand the importance of the bonding cycle
- Learn how to be an effective listener
- Use the full power of interaction
- Learn how to proactively solve conflict
- Learn how to communicate in a negotiation process
- Understand the impact of power and the power of persuasion
- Harness your informal authority to communicate clearly and directly with team members and others



Key Take-aways

- Creating bonds even with your adversaries
- Tools to remove blocks to dialogue
- Principles of Effective Influence, Persuasion and Negotiation

Who Is This For?

- CEOs / CMOs / CFOs / COOs
- Managing Directors
- Senior Management
- Leaders & Change Agents
- Business Owners

Methodology

Presentations, small group work, action learning exercises, role-playing and action planning



Registration Form

Please register the following for (Programme Title)

Date

Contact Person's Details

Name (Dr. / Mr. / Mrs. /Ms.)

Company Name

Designation

Email

Address

Postcode

City State Country

Mobile No Tel Fax

Participant's Information

1. Name (Dr. / Mr. / Mrs. /Ms.)

Designation

Email

Mobile No

Meal Preferences ☐ Non-vegetarian ☐ Vegetarian

2. Name (Dr. / Mr. / Mrs. /Ms.)

Designation

Email

Mobile No

Meal Preferences ☐ Non-vegetarian ☐ Vegetarian

3. Name (Dr. / Mr. / Mrs. /Ms.)

Designation

Email

Mobile No

Meal Preferences ☐ Non-vegetarian ☐ Vegetarian

I Will Attend ☐ Please tick (✓)

	Discount	Fees
<input type="checkbox"/> Normal Rate	-	
<input type="checkbox"/> Early Bird	10%	
<input type="checkbox"/> Group of 3 pax and above	15%	
<input type="checkbox"/> Associates	20%	

* Terms and Condition Apply

Registration includes refreshments, lunch and documentation for each seminar. Admittance will only be permitted upon receipt of full payment.

Total Amount (no. of pax) (unit fee)=RM.....

Payment Options (Please tick (✓) as applicable)

*Please write your name and event name on back of cheque. Crossed cheques should be made payable to

"Taylor's University Sdn Bhd".

Cash ☐ Cheque No.

Credit Card Card Type: ☐ Visa ☐ Mastercard Card No. - - -

Valid Thru /

Telegraphic Transfer / Interbank Giro

Account No: 7 0 1 - 1 3 0 8 5 5 - 6

Bank: OCBC Bank Berhad, Ground Floor, KL Main Branch, Jalan Tun Perak, 50050 Kuala Lumpur, MALAYSIA

For payments via Cash / Cheque deposit machine, Telegraphic Transfer or Interbank Giro, kindly fax a clear copy of the payment slip to us at +6 03-5629 5001 with your name / company name and programme

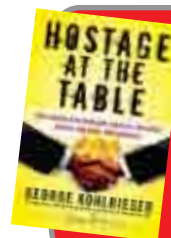
Signature Date

Upon signing this form, you are deemed to have read and understood the registration guidelines., procedures and policies and have accepted the terms contained therein. Please return this registration form together with the payment to reach us before the commencement of the event. Please address it to Taylor's Centre For Continuing Professional Education (CPE), Taylor's Lakeside Campus, No 1, Jalan Taylor's, 47500 Subang Jaya, Selangor or Fax: +603 5629 5001.

cpe

TAYLOR'S

Centre for
Continuing
Professional
Education



Complimentary
copy for the
first 50 paid
registrations*

* Terms and conditions apply.

Administrative Details

Tel +603 - 5629 5000

Fax +603 - 5629 5001

Mail to Centre for Continuing
Professional Education (CPE)
Taylor's Lakeside Campus,
No 1, Jalan Taylor's,
47500 Subang Jaya, Selangor

Email cpe@taylors.edu.my

Website www.taylors.edu.my

Substitution of Delegate(s)

This is allowed, provided the organiser is notified in writing of the name and the designation of the new delegate(s) at any time prior to the commencement of the event. Transfer of registration to other programmes is not allowed.

Incorrect Mailing Information

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately.

Refund of Fees

All cancellations of registrations must be in writing.

If cancellations are received

- more than 14 days before the event - a full refund of the fee less 10% administrative charges will be given.
- 7-14 days before the event - a 50% refund of the fee will be given.
- Less than 7 days before the event - no refund will be given but a substitute delegate is welcome to take your place. Alternatively, a set of documentation will be given.

Cancellation and / or Postponements

We reserve the right to cancel and / or postpone the programme due to unforeseen circumstances.



**TAYLOR'S
UNIVERSITY**
Wisdom • Integrity • Excellence

The Programme Leader

Professor Dr. George Kohlrieser

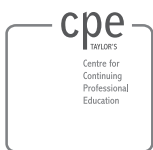
Professor Dr. George Kohlrieser is the Dean of Faculty and Head of Research at the ICLIF Leadership and Governance Centre. He is an organisational and clinical psychologist and a professor of leadership and organisational behavior at IMD (the International Institute for Management Development), Switzerland.

An engaging speaker, George has worked with many global organisations including Accenture, Barclays, Caterpillar, Morgan Stanley, Kraft, UBS, Cisco, Coca-Cola, HP, IBM, Nestle, Nokia, Roche and Toyota. In Malaysia, George has worked extensively with Khazanah and MINDA (The Malaysian Directors Academy) - on its Board of Directors programme, Sime Darby and Petronas. George completed his doctorate at Ohio State University and is the author of the best-selling and award-winning management book, translated into 14 languages, titled *Hostage At The Table: How Leaders Can Overcome Conflict, Influence Others, And Raise Performance*.



This programme is claimable from
Human Resources Development Fund
(HRDF)

Organised By:



In Collaboration
With:



Event
Partner:



Official
Bookstore:




Official Venue:



Supported By:



 603-5629-5000

Centre for Continuing Professional Education

Taylor's University, Lakeside Campus No.1, Jalan Taylor's, 47500 Subang Jaya,
Selangor Darul Ehsan

Tel: 603-5629 5000

Fax: 603-5629 5001

Email: cpe@taylors.edu.my

www.taylors.edu.my/cpe