

Strategic Persuasion and Negotiation Skills

Dates
17th and 18th July 2009

Venue
IIM Bangalore Campus

Program Directors
Prof Suresh Bhagavatula
T Chendil Kumar (CK)



N S Raghavan Centre for Entrepreneurial Learning

at



Indian Institute of Management, Bangalore

Strategic Persuasion and Negotiation Skills

OVERVIEW :

“The world is not interested in the storms you encountered. Did you bring the ship in ?”

One of the biggest challenges facing an individual today is the ability to “bring the ship in” or get things done by using ethical means of persuasion. Getting agreement from clients, peers, subordinates and superiors without exerting authority is a prized skill.

Building agreement using a well researched persuasion framework, understanding different decision making styles and negotiating with aggressive negotiators will greatly enhance your success in your business/profession.

In this two day intervention, we will provide tools, tips and techniques to sharpen your influencing and negotiation skills in a learn by doing workshop mode.

Program Topics:

- Is Persuasion an art or science ?
- Understanding different decision making styles
- Importance of Goals, Context and Relationships while influencing others
- How to influence without authority
- Importance of social networks in persuasion
- Critical elements in negotiation
- Sources of Power in negotiation
- Negotiating with aggressive negotiators
- A framework for effective persuasion and negotiation

OUTCOME: At the end of the workshop, you will

- Assess your persuasion style
- Identify the Pillars of persuasion – Personal, Social and Structural
- Learn to frame a message
- Learn the skills of effective negotiators
- Become better equipped to persuade different types of decision makers
- Arm yourself with tips and tools to face any negotiation with confidence

METHODOLOGY:

- * A healthy mix of concepts, role plays and exercises
- * Appropriate video clippings
- * Workplace case studies to enable participants to identify with the situation
- * Intense feedback by faculty

Course Fee

Rs.6,000/- per participant if registered on or before 3rd July 2009
Rs.7,000/- per participant if registered after 3rd July 2009

Program Directors

Suresh Bhagavatula

Suresh Bhagavatula is a faculty at the NS Raghavan Centre for Entrepreneurial Learning at Indian Institute of Management, Bangalore. Here, he will be continuing his research on entrepreneurship in small enterprises both in high and low technology industries. Prior to joining IIM, he was the coordinator for small enterprise development at KVK, Visakhapatnam. Prior to that he was a Project Engineer in Tata Research Design and Development Centre, Pune in the field of mineral processing. He was also involved in various short term projects in tourism, handicrafts exports and rural development.

He has a basic degree in Chemical Engineering from Shivaji University, a Master degree in Renewable Energy Systems from Germany and will be soon defending his PhD in Entrepreneurship in The Netherlands.

T Chendil Kumar

T Chendil Kumar or CK as he is known is a Civil Engineer by training and a trainer by choice. He has over 20 years of experience in sales and marketing in the industrial consumables sector.

He began his career by marketing their adhesives and sealants largely in the automotive industry. He subsequently was involved with Dow Corning developing niche markets for their silicone sealants in the automotive sector.

He was briefly involved with City Online Services an ISP as their General manager and set up their Bangalore facility from scratch.

Presently, he is the Chief Catalyst of CK Consultants, offering training in influencing and persuasion skills, negotiation skills and advanced presentation skills. He works extensively with TCS delivering customized programs to their managers across various geographies like USA, Europe, Singapore, Malaysia and UAE. Nokia, Samsung, Ingersoll Rand, Volvo (Construction Equipment division), Titan Industries, CSC, Delphi and Toshiba India are some of his regular clients.

Encouraged by Dr DVR Seshadri of IIMB, CK has been teaching at various MDP programs conducted in IIM Bangalore as a guest faculty since 2003.

CK has honed his skills by getting trained at Harvard Law School in a program "Teaching Negotiation in organizations" conducted by Prof. Lawrence Susskind and Prof Michael Wheeler in Boston in 2007.

He has attended a two day "Principles of Persuasion" conducted by "Influence at work" an organization headed by Dr. Robert Cialdini of Arizona State University in Phoenix AZ in 2009.

CK is an avid Toastmaster and has sponsored and mentored more than 12 Toastmasters clubs in India.

His email : ck@ckconsultants.co.in

Blog : <http://chendilkumar.blogspot.com>

Nadathur S Raghavan Centre for Entrepreneurial Learning (NSRCEL)

A generous endowment from Mr. Nadathur S Raghavan, formerly Joint Managing Director of Infosys Technologies Ltd., in October 1999 has provided the impetus to give a quantum jump to the activities of the Center. The Center, now known as N S Raghavan Center for Entrepreneurial Learning (NSRCEL) , aims to be a world-class Center of Excellence for seeding, nurturing and promoting entrepreneurship . The activities of NSRCEL are varied and encompass such areas as teaching, research, short-term programmes, seminars/panel discussions, incubation facilities, etc.

For registration

Nomination form, along with course fee of Rs.6, 000/- (if registered on or before 3rd July 2009 Rs.7,000/- per participant if registered after 3rd July 2009) by way of DD, favouring **Indian Institute of Management Bangalore**, may be sent to

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