

CONTRACT NEGOTIATING & INFLUENCING MASTERCLASS

2-Day Training Course on advanced strategies for win-win outcomes

Apply advanced negotiation and influencing strategies to take your contracting and relationship management abilities to the next level.

6-7 May 2020 • Sydney | 25-26 Aug 2020 • Perth



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**Our Expert
Course
Instructor**



Dr Sara Cullen

With over 30 years of experience, Dr Cullen is a contracts expert having negotiated over \$18 billion of contracts in various industries in Australia and globally. Sara has trained over 6300 professionals worldwide and published 19 books and 126 papers.

Key Learning Objectives

- ▶ Understand all 6 negotiation styles, your style preference, and what it means for your negotiations
- ▶ Gain practical experience in actual negotiations working on your weaker styles
- ▶ Plan a negotiation to result in win-win outcomes
- ▶ Know the forms of bargaining power and how it operates during the contract lifecycle
- ▶ Learn how the 3 forms of ADR (alternative dispute resolution) actually operate in practice
- ▶ Explore psychological contracts and how to turn them into a powerful mechanism for high-performing contracts
- ▶ Gain influencing strategies and skills regarding internal stakeholders and peers



This course is a core unit in the Contract Management Professional Certification.



Use this course to help fulfil your Continuing Professional Development (CPD) educational requirements to retain your professional status.

REGISTER NOW > www.informa.com.au/contractnegotiation

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ABOUT THE COURSE

Negotiation is a very important step in securing a deal that yields sustainable long-term results. To be successful, the prime objective of contract negotiations must always be to reach sustainable solutions that work in the interests of both parties - not to win short-term arguments that yield further problems down the track.

Many think of negotiation only in terms of 'the big one' when parties to agree to the contract. However, negotiations continue in many ways, every day, after a contract is signed. This is why this masterclass is just as critical for contract owners and managers, as it is for procurement, legal and other negotiators. Not only to skill up for ongoing negotiations, but also to constructively manage disputes.

Misunderstandings between the parties are an inevitable part of any contract. These can be factual disputes, but most commonly are disputes based on different perceptions, opinions, and interpretations of the people involved. The vast majority of disputes are resolved not through the courts, but between parties using various power bases and negotiation techniques. As part of the course pre-work, you will complete an online profile which we then use to diagnose where conflict could occur and how to resolve it constructively.

Equally important to our ability to influence the other party is to influence our own internal stakeholders and peers throughout the contract lifecycle. Many times, the greatest obstacle isn't the other party, its individuals within our own party who have different drivers, values, and internal power. We identify common internal clashes and work through targeting and communications strategies to win them over.

WHO WILL BENEFIT

A masterclass in our contract management CMP series within our CMP certification, this practical course will benefit all professionals involved in contract negotiations who seek increased levels of confidence and advanced strategies to influence the other party and internal stakeholders and peers.

EXPERT COURSE INSTRUCTOR



Dr Sara Cullen

Sara is the Founder and Managing Director of The Cullen Group, a specialist organisation offering consulting, training, and publications regarding commercial agreements. She is also a Fellow at the University of Melbourne and an Associate at the London School of Economics. Previously she was a National Partner at Deloitte in Australia.

Dr. Cullen specialises in the design, negotiation, and management of commercial agreements. She has consulted to 149 commercial and government sector organisations, spanning 51 countries, in comprising \$18 billion in contract value. She has facilitated contracts in a large variety of organisational areas including call centres, claims mgmt, construction, facilities mgmt, finance, food services, HR, logistics, IT, maintenance, recreational services, sales, and security. She has designed partnering arrangements, franchise-type agreements, shared risk/reward structures and incentive programs as well as traditional arrangements.

Dr. Cullen is a widely published author. She has written 19 books and 126 best practice and research publications. She has been featured in such publications as the Australian Financial Review, BRW, the Bulletin, Directions in Government, European Journal of Information Systems, Information Economics Journal, Insurance Directions, Oxford Handbook, Outlook India, and Strategic Asset Management. Her expertise is globally recognised and she performs peer reviews regarding outsourcing research for the Harvard Business Review, California Management Review, and IEEE Transactions on Engineering Management. Dr. Cullen lectures at many universities including Melbourne, Monash, Swinburne, QUT, RMIT, Seoul and the Australian Defence Force Academy.

Dr. Cullen earned her PhD in the area of contracting from the University of Melbourne, she was awarded a Masters of Management from Melbourne Business School, and obtained a BSc in accounting from St. Cloud State University (US). She is also a Chartered Accountant (US), and a Certified Mediator.

WHAT OUR CLIENTS SAY

"The group discussions were relevant and very interesting. Appreciate the extra reading material -was very valuable. I now have the confidence to ask the relevant questions."

Principal Procurement Officer, **Public Safety Business Agency**

"Very interesting insights. Fantastic presentation. Great practical commercially focused course."

Legal, **Monash University**

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2-Day Course Outline

DAY 1 - NEGOTIATING

Negotiation styles

There are five different types of negotiators. In this session, you'll discover your style and how it may affect your negotiations.

- Find out your negotiation style
- Benchmark your style to the database

Role-play sessions

In this session, we put what we've learnt into practice. Using real-life negotiation scenarios, we focus on styles you are weak in, and learn to diagnose the styles as the negotiations play out.

- Practice negotiation styles you aren't strong in
- Diagnose negotiation styles in use

Negotiation strategy

Although it is cliché to speak of win-win outcomes, they are not actually difficult to achieve - with careful thought. This session shows how to make that happen.

- Solve a negotiation problem
- Positions and drivers
- BATNA and WATNAs
- Choosing the right style
- Preparing a negotiation strategy

Dealing with common problems in negotiations

- An open forum

The contract lifecycle

In this session, we explore the journey of a contract from womb to tomb and how bargaining power changes over time. We further explore the sources of this power and how to time our negotiations for the best return on investment.

- The 4 phases and 9 building blocks
- Bargaining power

Alternative dispute resolution

At times, our negotiations after contract award may not be successful. We may look towards alternative dispute resolution (ADR). This session walks you through all three forms and gives you an opportunity to solve an actual dispute.

- Post-award disputes
- The 3 types of ADR
- How the typical clause really works in practice

DAY 2 - INFLUENCING

Recap of previous day

The psychological contract

While we often focus on the written contract, it is not the most important one when it comes to influencing the other party (and indeed, people within our own organisation). The psychological contract, the unwritten obligations and rights, plays a much greater role. We'll examine how these are formed and how to create ones that result in high-performing contracts.

- Exploring the concept and application
- The hybrid organisation
- Leadership pairs

Contract management archetypes

Research has shown that people have quite different values, behaviours, and approaches to contracts. In this session, we'll look at the profile you completed in the course pre-work to benchmark you to the 2200 member database and see where you can identify possible conflicts far before they occur and mitigate them early.

- The six different styles
- Benchmark your profile

Influencing internal stakeholders

Many of our challenges derive from internal conflict between people and organisational units that come and go during the contract lifecycle. In this session, we look at why that occurs and work through techniques regarding how you gain influence no matter what the person or position.

- CMAs of stakeholders throughout the lifecycle
- Understanding your target - maturity
- Determining the best form of communication

"Practical ideas and concepts to apply and to be aware of when negotiating. The instructor was very knowledgeable."

Energy Optimiser, **British Petroleum**

"My second course with Informa which I found to be excellent for "fine-tuning" the "next-level" proficiency. Excellent facilitation and handling of group dynamics which added greatly to the shared group learnings."

Contracts Manager, **RISE**

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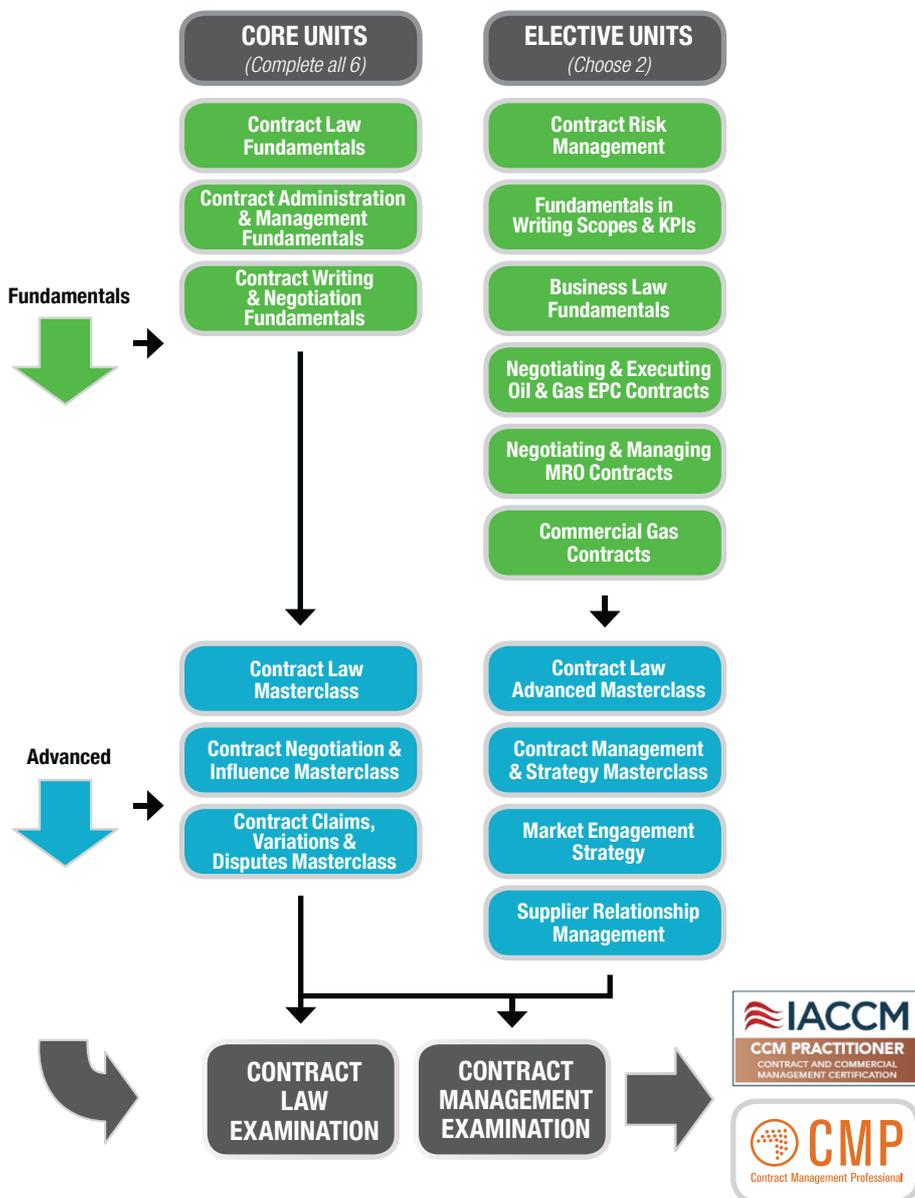
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THE CMP CERTIFICATION FRAMEWORK

The CMP provides a robust method of up-skilling and recognising an individual's expertise and experience in contract management and procurement. Our combination of in-class teaching, facilitation, knowledge based testing and workplace evidence based examinations has been carefully crafted to not only teach knowledge and skills, but to also demonstrate how individuals can apply their knowledge to work based situations. This Certification is recognised by IIBT and IACCM.

Contact us to see how we can help you:

Visit www.informa.com.au/training, email training@informa.com.au or phone +61 (02) 9080 4395



Informa Corporate Learning is a Learning Partner of the International Association for Contract and Commercial Management (IACCM), which promotes the international standards and practices for defining and managing trading relationships.

ABOUT IIBT

The International Institute of Business & Technology Aust (IIBT) is a highly respected,

Government approved, Australian provider of higher education and VET programs. Their suite of programs includes a University level **Diploma of Business Administration**, equivalent to the first year of a business related undergraduate degree at Australian Universities. www.iibt.wa.edu.au

THE IIBT / INFORMA CORPORATE LEARNING ALLIANCE

IIBT and Informa Corporate Learning joined together to provide a pathway for those who complete Informa's CMP at the Master level. All CMP Masters will receive Recognised Prior Learning (RPL): 2 units of credit in the 12 month, Higher Education, University level Diploma of Business Administration.

- Business Law (BL101)
- Management in Organisations (MGT101)

***This is a Higher Education Diploma equivalent to first year university NOT a Vocational Education Diploma.**

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Easy Ways to Register

1 Web
www.informa.com.au/contractnegotiation

2 Telephone
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3 Email
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Course Codes	Location	Course Dates	Super Early Bird price valid until SY - 27 Mar 20 PE - 17 Jul 20		Early Bird price valid until SY - 17 Apr 20 PE - 7 Aug 20		Standard price valid after SY - 17 Apr 20 PE - 7 Aug 20		4+ Dels Discount	
P20GL10SY	Sydney	6-7 May 20	\$2,595 + \$259.50 GST	\$2,854.50	\$2,895 + \$289.50 GST	\$3,184.50	\$2,995 + \$299.50 GST	\$3,294.50	\$2,316 + \$231.60 GST	\$2,547.60
P20GL10PE	Perth	25-26 Aug 20	\$2,595 + \$259.50 GST	\$2,854.50	\$2,895 + \$289.50 GST	\$3,184.50	\$2,995 + \$299.50 GST	\$3,294.50	\$2,316 + \$231.60 GST	\$2,547.60

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Informa Corporate Learning – On-site & Customised Training

Informa Corporate Learning has a long-standing track record of delivering very successful customised learning solutions achieving real and measurable value for our clients through our senior training consultants.

If you have 8+ interested people, an on-site course can be the ideal solution – giving you the opportunity to customise our course content to your specific training needs, as well as attracting significant savings compared to public course costs.

Why Choose On-site With Informa Corporate Learning?

- 1. Custom design** – Together, we will identify the best blended learning solution for your culture, your people and your training objectives.
- 2. Quality Assured** – We design market-leading training programs, concepts and methodologies, with a 400+ course portfolio. Our rigorously selected 900+ instructor faculty are recognised experts in their field. Quality of their content and delivery methods is assured through continuous monitoring and evolution.
- 3. On-site training** is a cost effective way to train your people and achieve your defined outcomes.

Our Long Standing Clients Include:

ActewAGL, Ajilon, Ambulance Victoria,, ANU, Arrow Energy, Australian Super, Barrick, BHP, Chevron Australia, Coffey International, ConocoPhillips, CSIRO, Dalrymple Bay Coal Terminal, Department of Education, Department of Planning, Electricity Generating Authority of Thailand (EGAT), ENI Australia, EY, Fortescue Metals Group, Health Purchasing Victoria, IBM, IP Australia, Jemena, Litmus Group, Metro Trains, Office of the National Rail Safety Regulator, Origin Energy, Pacific National, PT Freeport, Public Transport Authority – WA, QGC – BG Group, Queensland Rail, Rio Tinto, Romgaz, SA, South Australia Health, Telstra, Transport & Infrastructure, UBS, Woodside and more...

Speak with **Anton Long** or **Holly Baldwin** on **+61 (02) 9080 4455** to discuss your customised learning solution, or email training@informa.com.au

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