

PolyU Department of English Workshop: Business Negotiation Skills for Asian Managers

9 November 2009 (Monday)

Workshop Leader: Dr Zhu Yunxia

Senior Lecturer, University of Queensland Business School, Australia



Dr Yunxia Zhu has thirty years of tertiary teaching and training experience in Australia, New Zealand and China. She has considerable industry consulting experience in these countries in the area of cross-cultural negotiation and conflicts. Some of the industries she consulted for include Australian mining engineering firms such as GroundProbe, Australian land care and New Zealand tourism industry. Recently, she is involved in consulting for Chinese firms investing into the Australian mining industry. Dr Zhu is also well-connected in China and serves as Adjunct Professor for a number of prestigious Chinese universities.

As an established researcher, Dr Zhu's research interests include cross-cultural management, business negotiation and communication, and international entrepreneurship. Currently, she is conducting a research on multiparty negotiations amongst stakeholders in the Australian mining industry. She has written two books on cross-cultural business communication, has published extensively in international journals and book chapters. She has served as a keynote speaker for international conferences including a most recent invitation to speak on culture and entrepreneurship in Shanghai co-sponsored by Rutgers University Business School and Shanghai University. Dr Zhu has served on nine editorial boards for international journals, e.g., the prestigious *Academy of Management Learning and Education* journal and *Public Relations Review*. She is also a recipient of a number of research awards, including a UQ Business School research award in 2008 and Distinguished Publication Award by Association for Business Communication in 2006.

Workshop Content

Effective negotiators are not born— they are made. Effective negotiation can be learned through a structured approach to determining the skills required in the increasingly global contexts in Asia and beyond. This course focuses on the particular negotiating techniques, and on identifying and remedying areas of weakness. It also builds on participants' strengths, using relevant psychometric tools to further enhance their negotiation skills. The approach is very practical and will incorporate real-life cases and simulation exercises. The topics include:

- Self-analysis assessment and exercise
- Planning and preparing a strategy for effective negotiations
- Using effective communication skills to gather information
- Negotiating to win: value creation
- Managing conflicts and deadlocks
- Influencing and persuading others across cultures
- Analysis and summary

Workshop Schedule

8:45 am	ARRIVAL – Tea/Coffee and Registration	
9 am	WELCOME <ul style="list-style-type: none"> • Getting to know you and contexts in which you negotiate • Course program SESSION 1: Introduction <ul style="list-style-type: none"> • Introduction to negotiation • Outline of the workshop 	Welcome and opening remarks
10:30 am	MORNING TEA	
10:45 am	SESSION 2: Individual Style <ul style="list-style-type: none"> • Self-analysis exercise • Assessing your strengths and weaknesses 	Exercise
12:30 pm	LUNCH	
1:15 pm	SESSION 3: Effective Negotiation Model <ul style="list-style-type: none"> • What is effective negotiation composed of? • Communication effectiveness • Negotiating to win: value creation • Managing conflicts and deadlocks • Influencing and persuading others across cultures 	Lecture
3 pm	AFTERNOON TEA	
3:15 pm	SESSION 4: Practicing Negotiation <ul style="list-style-type: none"> • Negotiation exercises • Planning checklist • Negotiation toolkit 	Class activities
4:45 pm	Closing Comments <ul style="list-style-type: none"> • Reflections • Review of learning goals 	