



**SEMINAR STAF IKHTISAS
ECL 2019
(EFFECTIVE COMMUNICATION FOR LEADERS) –
ZONE 3 (NORTHERN), 16-18 APRIL 2019, EDC
HOTELS & RESORTS, SINTOK, KEDAH**

**Sukmawati bt Muhamad
Bahagian Pendigitalan dan
Repositori**

EFFECTIVE COMMUNICATION FOR LEADERS

OBJECTIVES

1. To improve professional communication skills among academicians and administrators
2. To leverage social media as an effective communication tools.
3. To enhance negotiation skills.

WHAT IS EFFECTIVE COMMUNICATION?

- Conveying information to another person & the person perceive the information the way we want him/her to perceive!

WHAT IS THE SECRET TO EFFECTIVE COMMUNICATION?

- S.H.I.T
- S – STRATEGY
- H – HIGH ENERGY
- I – INTENSITY OF EYE CONTACT
- T – TRANSFER OF FEELING

NEGOTIATION

- Definition
- The process of discussing something with someone in order to reach an agreement with them, or the discussions themselves
(Cambridge Dictionary)

“You cannot negotiate with people who say what’s mine is mine and what’s yours is negotiable” – John F. Kennedy

EFFECTIVE NEGOTIATION

➤ Main Characteristics of a Professional Negotiator.

- **ATTITUDE** - having the right attitude and outlook – (eg. James Bond or Johnny English?)
- **KNOWLEDGE** - possess good understanding on the issue that is being negotiated
- **SKILLS** - the ability to negotiate strategically with clarity - the quality of being clear and easy to understand: 2. the quality of being easy to see or hear: 3. the ability to think clearly and not be confused.

EFFECTIVE NEGOTIATION

1. Professionalism in Negotiation
2. Pre Negotiation
3. During Negotiation
4. Post Negotiation
5. Character of Negotiator & The Art of Persuasion

EFFECTIVE NEGOTIATION

➤ PRE NEGOTIATION

- “Don’t bargain yourself down before you get to the table” - Carol Frohlinger
 1. Set a goal (s)
 2. Analyse your strengths and weaknesses
 3. Be thoroughly prepared

EFFECTIVE NEGOTIATION

➤ PRE NEGOTIATION

4. Plan of action
5. Consider cultural differences, if any
6. Understand your power and the opposite side's power – knowledge & the ability to influence

EFFECTIVE NEGOTIATION

➤ DURING NEGOTIATION

- “If you come to a negotiating table saying you have the final truth, that you know nothing but the truth and that is final, you will get nothing” - Harri Holkeri

EFFECTIVE NEGOTIATION

A.C.T.I.O.N.

A - Active listening and exercise a certain amount of flexibility.

C - Consider all options – have alternatives.

T - Topic and focus on Interest.

I – Intellectual discussion.

O - Ongoing effective communication – clarity & objectivity.

N - Never say no - Nail it - you got something exactly right, or did something perfectly.

EFFECTIVE NEGOTIATION

➤ **POST NEGOTIATION** - “Either you follow-up, or you fold-up” - Bernard Kelvin Clive

3 STEPS - F.I.M

- **FOLLOW-UP**

assuring that provisions agreed are being carried out.

- **IMPLEMENTATION**

keeping track of compliance and evaluating the outcome are being carried out.

- **MONITORING**

keeping track of compliance and evaluating the outcome.

EFFECTIVE NEGOTIATION

- **CHARACTER OF NEGOTIATOR** “Your emotions make you human. Even the unpleasant ones have a purpose. Don't lock them away.” Sabaa Tahir
- Emotions of negotiator (identify your emotions) :



EFFECTIVE NEGOTIATION

- **Character of Negotiator - “Your character will be what you yourself choose to make it” - John Lubbock**



EFFECTIVE NEGOTIATION

➤ Meet your awesome members :



The Alpha

“Overall Leader”

Integrity



The Player

“The Actor”

Flexibility



The Joker

“Chaos”

Sense of humor



The Healer

“Good Cop”

Empathy



The Killer

“Bad Cop”

Self-discipline

EFFECTIVE NEGOTIATION

➤ THE ART OF PERSUASION

- **Repetition** - Repetition is the key to getting people's attention.
- **Context** - Postulate the message in a context important to the receiver
- **Scenario** - Use contrasting story scenarios to illustrate the impact

EFFECTIVE NEGOTIATION

WIN OVER YOUR OPPONENT

- ✓ **Food**
- ✓ **Fashion**
- ✓ **Language**
- ✓ **Make Comparison**
- ✓ **Gender**



**ARE YOU
READY?**

shutterstock.com • 228736234



UNIVERSITI SAINS MALAYSIA

Terima Kasih