

The STAR team

Experience and balanced to deliver each STAR element powerfully...



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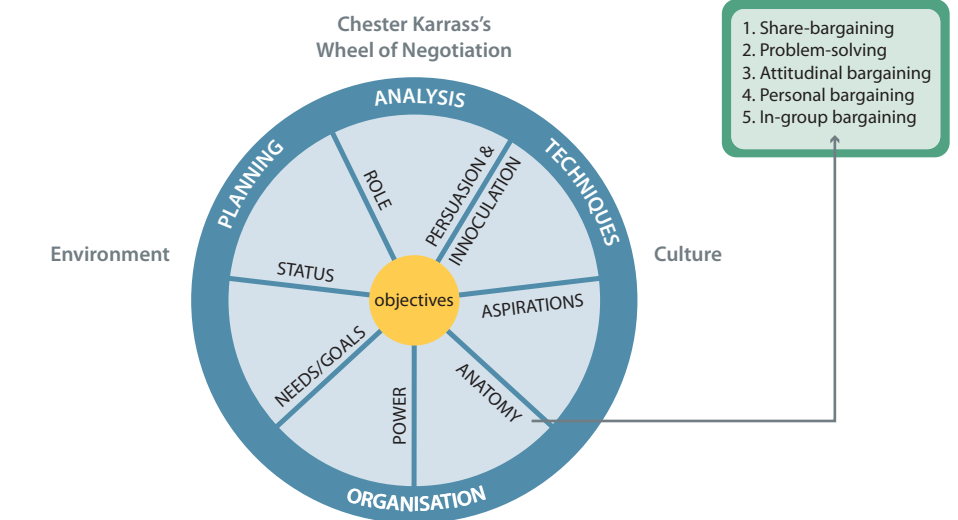
Jonathan Brough

This negotiation template is an award winner: it won a Chartered Institute of Purchasers (CIPS) award in 2003 and was the recipient of the Danone team development prize in 2008.



Special points of interest:

- One-on-one follow-up clinics to ensure better results from live negotiations
- Led by experienced negotiators – One Seller and One Buyer
- Practice based 2 day workshop
- One-to-one follow up clinics embed skills and deliver results
- Addresses both skills and processes to drive increased profit
- Pragmatic approach to linking company strategy and execution.
- Embedded in organisations such as:
 - Danone
 - Diageo
 - L’Oreal
 - Luvata



Key Elements...

Level 1

- Pre-event DVD
- E-Learning environment
- A5 handouts
- Wallet memory jogger
- Negotiation planning framework
- One-on-One follow up coaching

Level 2

- Optional Filofax materials
- Optional day 2 filming

Key points of difference:

- An introductory DVD outlines key framework and pre-event tasks
- Delivered by two senior experienced negotiators, one from a buying background, the other from a selling background
- Each session introduces the techniques then allows delegates to practice and share learnings



- Our programme leaders combine many years of international experience with strong coaching skills

- By the end of day one delegates have a set of negotiation tools and planning frameworks which will provide the structure and rigour required to deliver a successful agreement
- Day two is case study based and allows four teams to negotiate; two representing buying organisations and two representing suppliers
- Approximately six weeks after the workshop, we run individual coaching sessions focusing on each person's current negotiations. These last 90 minutes and enable us to measure the tangible impact of the programme
- Tangible incremental business benefits are measured and captured to demonstrate value, and ensure skills are embedded going forward
- Internet based e-learning environment enables delegates to continue to research and

develop their negotiation skills and contains all key micro skills and frameworks

Negotiation

- This part of the STAR Academy alone has delivered an ROI which significantly exceeds total programme costs
- Your people will approach their negotiations with confidence, managing the process effectively and guaranteeing a great outcome
- You can measure the direct impact of this programme on your company's bottom line



What our delegates say:

'Excellent to have an experienced buyer for the whole two days.'

'Great course, very insightful and useful.'

'Everyone liked the four step negotiation structure.'

'It's given me an appetite for learning, and I hope it won't be a long time before I get more!'

'A valuable and challenging course, providing numerous learnings.'

'Everyone rated the facilitators "Great" especially as they stayed "in role."'

'Everyone felt the planning template was relevant and pragmatic.'