

EFFECTIVE STRATEGIC ENGAGEMENT WITH STAKEHOLDERS

28 April 2021 (Wednesday)

10:00am to 4:00pm

Board members, C-suite executives, and investor relations executives are usually effective communicators and negotiators who can succinctly convey observations, recommendations, feedback, and conclusions to all stakeholders who range from external stakeholders such as investors, bankers and regulatory authorities, and internal stakeholders of various functions and divisions. These skills are usually employed during engagement meetings, presentations, interviews, and negotiations with various stakeholders – with the objectives of achieving mutual interests and win-win outcomes, and with a view that this continues in perpetuity. This course navigates the participant through various communication and negotiation techniques, and aims to allow participants to immerse and internalise these skills to overcome various challenges with successful results.

LEARNING OUTCOMES

By the end of this workshop, participants are expected to be able to:

- Develop best practices in communications to ease the accomplishment of corporate objectives.
- Identify problems in communications and implement workaround solutions.
- Understand and improvise strategic negotiation skills.
- Develop a personal approach that best utilises appropriate influencing and negotiation skills.

PROGRAMME OUTLINE

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| 10:00am | <ul style="list-style-type: none"> ▪ Reasons and principles of influence ▪ Understanding stakeholder objectives ▪ Identifying resources and power to dispense ▪ Conflict engagement model |
| 12:00am | Break |
| 1.30pm | <ul style="list-style-type: none"> ▪ Principles of principled negotiation ▪ Identifying interests and positions of stakeholders ▪ Developing alternatives ▪ Strategies and techniques in negotiations |
| 4:00pm | Case study Q&A , End of Session |

SPEAKER



Dr. Eddy Yap is the founder and managing consultant of Conductiviti Business Advisory Sdn Bhd with more than two decades of corporate, advisory, and academic experience.

His core competencies are in qualitatively and quantitatively diagnosing issues, formulating solutions, and implementing changes at both strategic and functional levels, all of which requires competent communications. His consulting and advisory work has seen him engage with government-linked corporations, public conglomerates, private companies, and public sector organisations. He actively facilitates and equips executives and professionals in various professional and personal development programmes. Apart from his corporate calling, he has also continuously published in international peer-reviewed journals and presented at conferences, as well as delivered seminars on the global and national economy. He is credentialed professionally as a Chartered Accountant of the Malaysian Institute of Accountants (CA(M)), Fellow of the Association of Chartered Certified Accountants (FCCA), ASEAN Chartered Professional Accountant (ASEAN CPA), Certified Internal Auditor (CIA), Chartered Member of the Institute of Internal Auditors Malaysia (CMIIA), Fellow of the Malaysian Institute of Management (FMIM), and is a Certified Trainer of the Malaysian Human Resources Development Fund. He is credentialed academically with a Bachelors in Economics from the University of London, MBA from Heriot-Watt University, and PhD in Finance from Universiti Kuala Lumpur.

WHO SHOULD ATTEND

Board members, C-suite executives , Chief Financial Officers /Financial Controllers, Investor Relations Executives, Functional and Division Managers and Executives

REGISTRATION

RM550 for MIRA members – (redeemable via MIRA vouchers)
RM680 for non-MIRA members)

Click here to download [registration form](#).

Closing date for registration: **Monday, 26th April 2021**

Disclaimer & Restriction

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