

Case study

ASTRO ALL ASIA NETWORKS plc: Negotiations Advantage

ASTRO ALL ASIA NETWORKS plc (ASTRO) is Malaysia's leading cross-media group with significant presence in the subscription TV service, commercial radio and TV programming. ASTRO currently broadcasts over 116 pay-TV channels in four major languages across Malaysia and Brunei to more than 2.6 million households.

ASTRO is seeking to increase its participation in large under-penetrated economies in Asia that will benefit from the anticipated liberalisation of the media industry and the fast-growing consumer sector.

The Challenge

CELSIM was asked to design and deliver a negotiation skills programme to equip top execs with the proven tools and techniques to negotiate with internal and external parties, influence others and gain agreement in a variety of business situations.

The objective of the programme is to develop effective negotiating capabilities to generate greater impact for and in ASTRO business:

1. Negotiation: develop effective negotiation skills to achieve positive outcomes in a variety of situations.
2. Influence: adopt flexibility of approach to meet diverse personalities and situations as they arise.
3. Communication: build deep levels of rapport and move self and others from conflict to agreement and cooperation.

The Solution

In partnership with David Butorac, Chief Executive Officer, we designed the Negotiations Advantage programme – combining highly engaging workshops, role plays, business simulations and case studies – to address the specific culture and needs of ASTRO. This included:

- Exploring important aspects of negotiation dynamics through highly interactive activities to allow participants to tailor the concepts to their own experience and improve impact.
- Applying best practice models to develop an effective negotiating style in navigating real-world pressures and challenges to achieve success.
- Learning the secrets of great negotiators from the world of international politics and business as well as the legal profession to gain an advantage in personal confidence.

The Results

ASTRO top execs gained the tools and techniques to confidently and effectively enhance their negotiation skill-set and leverage own strengths and experiences to influence, communicate and deliver positive outcomes.

Har Kok Kit (Vice President, Content Operation) summed up his enjoyment of our negotiations advantage programme saying, *“I just wanted to let you know how practical and relevant I found this training to be. The simulations were interesting and the exercises fun to do. The multi-party simulation was especially good as it was tailored to Astro. Its one thing to learn about different negotiation styles, theories and techniques, but quite another to actually experience when and how to put them into practice. I thoroughly enjoyed it!”*