

SKILLS CHANNEL TV

TALENT DEVELOPMENT FOR BROADCASTERS



Skills Channel TV provides tailored training specific to broadcasters and screen based company's needs. We have a great team of associates who have worked in the industry and have a track record of providing high impact learning. Skills Channel TV gives you experience and quality to get the best out of your talent.

"In business, you don't get what you deserve, you get what you negotiate."
Chester L. Karrass

Workshop Title:	Negotiating for Great Results
Aimed at:	People in the media industry who need to practice and develop how to negotiate in a highly competitive and cost effective sector.
Aim:	The aim of the workshop is to identify and develop the key principles of effective negotiation
Duration:	9.30 to 5.00
Content:	<p>The content for the session:</p> <ul style="list-style-type: none">• Myths and beliefs of negotiation• Red Black• Preparing to negotiate• The seven stages of negotiation• Positional bargaining• Principled negotiation• The power of No• Negotiation tactics and how to deal with them
No of Participants:	Maximum 12 people
Skills Channel TV:	Skills Channel TV is part of the hugely successful mcphedran co uk, the training company for the creative industries. The aim of Skills Channel TV is to focus on developing people in the broadcast industry. The company was founded by Alec McPhedran who is a leading coach and facilitator of leadership and personal development in the creative industries. Alec was previously responsible for learning and talent development at Channel 4, FTKnowledge, The Pearson Group and Henley Management College. Alec is a member of BAFTA and the RTS and is the founder of Skills Channel TV. Skills Channel TV work with a number of industry experienced associates who are typically selected dependant on client and participant needs.
Benefits:	As a result of the day, attendees will be able to positively prepare for a productive and effective negotiation that works well for all parties involved.

For more information visit www.skillschannel.tv or call 01536 522792