



## TRAINING AT ITS BEST

M&SD's exclusive licensing course for professional trainers

**Autumn 2009 edition:  
24-26 October and 12-14 November**

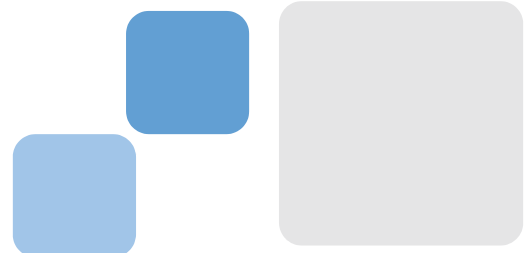
TRAINER CERTIFICATION PROGRAM ON  
NEGOTIATION AND MEDIATION

A select group of established professionals from all over the world may apply to Making & Saving Deals Trainers Academy to obtain the permission to officially deliver the M&SD courses **NEGOTIATION AT ITS BEST** and **MEDIATION AT ITS BEST** in their own language in their own country.

M&SD holds twice a year a 6 day "Train-the-Trainer" class (offered in 2 blocks of 3 days) for a maximum of eight international experienced trainers. The class is designed specifically for trainers working in established training companies and as "in-house" corporate trainers wishing to deliver the training:

**NEGOTIATION AT ITS BEST – A framework to creating and claiming value** - M&SD's classic 2-day workshop on winning negotiation in which the key concepts of negotiation are being taught.

**MEDIATION AT ITS BEST -The key to the highest professional standards in commercial mediation** –A 4 day-basic training course in which the key concepts of mediation are being taught and that can be expanded to a 6-8 day extensive training course to teach participants to become a professional commercial mediator. In the trainers package you will receive building blocks to easily expand the topics, cases and teaching material. This training meets the highest international competency standards.



### M&SD INTERNATIONAL

WTC Zuidplein 36,  
1077 XV Amsterdam  
The Netherlands  
Tel: +31 (0) 20 799 7612  
Fax: +31 (0) 20 799 7801  
info@msdtrainers.com  
www.msdtrainers.com



**PROGRAM**

**TRAINING AT ITS BEST**

M&SD's exclusive licensing course for professional trainers

**ADMISSION CRITERIA**

To be admitted to this Train-the-Trainer course the candidate need to meet **ALL** the following **criteria**:

1. fluency in **English**;
2. a minimum 5 years of **proven experience** in executive training in the field of management or law;
3. be part of an **established training organization** with a proven base of clients, that can effectively promote the new workshops in their own country;
4. have experience in **translating and customizing** examples and simulations into their own language and culture;
5. have an **entrepreneurial spirit** in order to launch the new workshops in their country and submit a marketing plan.

**THE LICENSING PACKAGE**

- A comprehensive **trainers manual** that will enable you to deliver a world class course containing all the know how you need to be able to transfer knowledge in a professional and entertaining way, as well as support in dealing with teaching challenges.
- **All teaching material** including CD-Roms, power point slides, video's, case studies and role plays. To enable you to be fully organized with limited preparation time.
- A professional fixed and ready **hand-out package for the participants** of your courses.
- Updated material for the NEOGITATION AT ITS BEST and MEDIATION AT ITS BEST courses when they become available.
- For **each participant trained by you** an **official M&SD certificate** - signed by M&SD's Executive Director - will be made available. If approved by M&SD this certificate may contain an additional logo from your organization, adjacent to where the trainer signs.
- The licensee will be **listed** as an official M&SD associate **on M&SD's website**.
- You will be invited to join M&SD **Forums/events for free**.
- You can **invite clients** to participate in M&SD Forums or other courses taught by M&SD International with a **15% price-off**. It's up to you to decide if you will keep this 15% or reimburse it to the participant that was introduced by you.

This very **intensive turnkey course** -- taught in English by M&SD founders Giuseppe De Palo, Leonardo D'Urso and/or Manon Schonewille -- requires participants to complete different assignments before and after the class activities.

Participants receive the **full set of training materials** (videos, trainers booklet, participants booklet, power point presentation, simulations, cases, how to answer to the most frequent questions by the trainees, etc..) and learn how to deliver effectively both "Negotiation at Its Best" and "Mediation at Its Best". Extensive use of video recording allows faster and more powerful improvement of one's training skills.

Successful completion of the Course is a prerequisite to become an **M&SD Licensee**, i.e., a person entitled to offer these two M&SD courses and the relative materials, to participants in his or her own market in the local language.



**Manon Schonewille**

ADR and deal-making specialist. In charge of M&SD Trainers Academy International and Executive Director of ADR Provider ACB Group. Teaches business mediation at Utrecht University and is author of many books including Toolkit Generating Outcomes.

**Giuseppe De Palo**

International Professor of ADR Law and Practice, Hamline University Law School; President, ADR Center. Negotiation and Mediation Consultant to World Bank, EU and Inter-American Development Bank.

**Leonardo d'Urso**

CEO and co-founder of ADR Center. Expert on creating Conflict Management Systems (CMS), managing business negotiations, and mediating complex commercial disputes.  
Cialdini method certified trainer.

**About M&SD**

Making & Saving Deals ("**M&SD**") started out in 2002 as a post-graduate academic program, bringing together each year students and professors from around the world ([www.makingandsavingdeals.com](http://www.makingandsavingdeals.com)). Since its inception, M&SD has evolved into a larger and deeper training and research project, where scientifically sound theories of negotiation meet and pass the challenges of commercial deal-making around the globe.

The development of the world, of our communities and of our lives depends on our ability to make deals. Indeed, whether we like it or not we negotiate constantly about everything, and with everybody. Just imagine the enormous impact on your life and our world, if you could learn how to create better agreements, preserve relationships and prevent conflict and its escalation. In fact, even a small improvement in doing so would result in enormous advantages.

We believe passionately that, by learning how to effectively make and save deals, each of us will not only be much better off, but also contribute to changing his or her piece of the world we live in. To help achieve this goal, we are building a clearinghouse, offering knowledge contributed by the world's most inspired thinkers and practitioners in the fields of negotiation, conflict management, mediation, decision making, positive influence, conflict prevention and arbitration.

**The "Glocal" mission statement of M&SD.**

Make available to trainers, training organizations and professionals, in their local culture and language, cutting-edge know-how on every aspect of making deals and saving them.

**M&SD INTERNATIONAL -**

WTC - Zuidplein 36,  
1077 XV Amsterdam  
The Netherlands  
Tel: +31 (0) 20 799 7612  
Fax: +31 (0) 20 799 7801  
[info@msdtrainers.com](mailto:info@msdtrainers.com)  
[www.msdtrainers.com](http://www.msdtrainers.com)

**M&SD Netherlands**

Zuidplein 36,  
1077 XV Amsterdam  
Tel: +31 20 7997612  
Fax: +31 20 7997801  
[info@msdtrainers.nl](mailto:info@msdtrainers.nl)  
[www.msdtrainers.nl](http://www.msdtrainers.nl)



MAKING AND SAVING DEALS  
The Trainers Academy



Information\*

**TRAINING AT ITS BEST**  
M&SD's exclusive licensing course  
for professional trainers

## Training at its Best Turnkey Courses

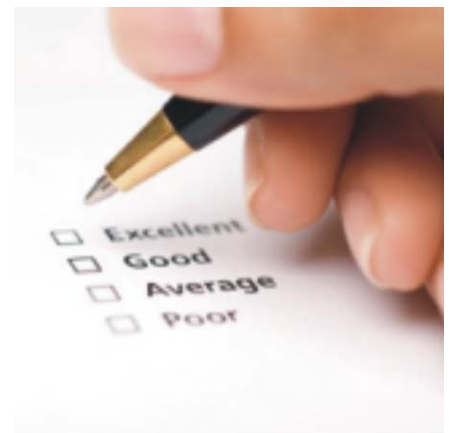
M&SD certifications are granted to trainers who have successfully attended the entire licensing training program, fulfilled presentation requirements and passed a final written exam. M&SD will issue a Licensing Agreement to the trainer for the use of the materials and name, and provide updated teaching materials as they become available in the future. As part of the Licensing Agreement, M&SD will audit the first course taught by the participant in his or her home country. A minimum amount of participants to be locally trained on a yearly base (numbers varying per country) will also be a requirement to effectively fulfill the Licensing Agreement.

If you want to have more information about how to be admitted into the program, please send an email to [info@msdtrainers.com](mailto:info@msdtrainers.com) or call M&SD International at our Amsterdam office: +31 (0) 20 799 7612

**Autumn 2009 edition**  
24-26 October and  
12-14 November



Cutting edge knowledge and great  
entrepreneurial opportunities for  
professional trainers



### LIFE DEMO

Potential licensees can watch a full M&SD course being taught:  
August 17-23 in Barbados: 5 day Mediation at its best and a 2 day advanced mediation course.  
October 22-23 in Rome: 2 day Negotiation at its best.