

# Getting to grips with negotiation skills in ICT

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LOCAL ICT incubator iCentre yesterday conducted a one-day workshop on "Negotiation Skills for Technology" aimed at exposing its incubatees to negotiation skills used in the ICT industry.

Marcel Mongeon, the president of Mongeon Consulting Inc., was brought into the country by the incubator to present the workshop to incubatees along with government officials, business developers, IT professionals and company executives.

The Canadian lawyer, who is also a deputy judge at Ontario (Hamilton) Small Claims Court, conducted simulation programmes on negotiating skills pioneered at Harvard

Law School.

They were introduced to the differences between positional and interest-based negotiation methods, with emphasis on the IT sector, and techniques on how to identify and deal with each item.

Three different simulations were demonstrated to help the participants understand the concepts presented.

"My brief time here in Brunei has shown me how a targeted approach in the ICT sector can lead to very positive outcomes in start-up company activities," said Mongeon.

He added: "There is no shortage of good ideas; all that is needed are the resources and expertise to bring in those ideas to the world market. ICT negotiations can benefit from understanding the interest of all

parties and taking those interests into account. Another important aspect is being able to measure outcomes and optimising those outcomes."

A member of the Intellectual Property Institute of Canada and a Canadian Registered Patent and Trademark Agent, Mongeon received recognition in 2006 for his services to the Canadian technology transfer community when he was awarded the Order of the Beaver by the Association for the Commercialisation of Canadian Technology.

Mongeon departed for Singapore yesterday evening, where he will be conducting a series of workshops over a week on technology transfer and intellectual property management at the National University of Singapore. **The Brunei Times**



**One-day workshop:** (Above and Bottom Right) Some of the participants who attended the one-day workshop on skills in technology negotiation at iCentre. (Bottom Left) Marcel Mongeon from Canada delivering his talk at the workshop. *Pictures: Zamri Zainal*

