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'The Negotiation Academy - Europe' Wins Top UK Training Award

Leading corporate trainer, 'The Negotiation Academy - Europe' (TNA - Europe), has won one of the UK's most prestigious awards, the World of Learning's 2004 prize in the 'Instructor Led Training' category.

The awards ceremony took place at the NEC, Birmingham during the World of Learning Conference and Exhibition. The Surrey based TNA - Europe specializes in training corporate executives and managers, sales and purchasing professionals and human resources personnel in advanced negotiation skills.

TNA - Europe CEO Jan Potgieter said he was delighted with the recognition of the methodology developed by the company: "TNA - Europe 's 'Negotiating to Win More' methodology focuses on developing and entrenching a core negotiation capability within organisational structures. Effective negotiation is crucial to the success of any company or organisation."

"Our methodology is founded on academic studies which target the importance of 'win- win' strategies coupled with our own research and years of practical experience. Negotiating is a critical but often overlooked skill in corporations. It must be built into the structure, not just into the skill sets of individuals" says Potgieter.

Moreover it was not just a question of one company having superior skills better negotiation skills improved the outcome for all parties.

Potgieter: "It is critical for all parties to maintain focus on the primary issues, so gold is not left on the table."

Jan Potgieter founded TNA - Europe. The company has a team of Senior Consultants who brings a wealth of experience in the areas of international business, negotiations, executive management, sales and procurement, human resources, conflict management, mergers & acquisitions and joint ventures.

Alison Church, Awards Manager at World of Learning 2004 said there had been a record number of entries this year.



TNA CEO Jan Potgieter (L. holding award) celebrates with Senior Consultant Calum Coburn at the World of Learning 2004 at the NEC, Birmingham

"The fact that the judging panel had an exceptionally difficult task this year and awarded special commendations and runners up in a number of categories is testimony to the continuing innovation and advancement in the training industry."

A criterion for the award was established by the panel and included key outcomes of the training, quality of training material, evidence of learning effectiveness and aims and objectives of the training solution.

- The End -

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