

A Systematic
Approach to Negotiation

Course Outline

This course is designed to lay the foundations of the art of negotiation. Participants will learn the fundamental techniques of preparing, conducting, and reviewing negotiations. They will test the frameworks in a wide variety of applications and develop useful guidelines to implement the introduced concepts in practical business contexts. This course contains highly interactive exercises and case studies from the Harvard Negotiation Project. The course stands alone, but is enhanced by 3SVA's course "**Advanced Influence and Negotiation Strategies**"

Who Should Attend?

This course will benefit executives across the organization (in finance, oil & commodity industries, consulting, business development and strategy, business and non-business law, engineering, sales and marketing, public relations, investment placement and other areas). Managers undertaking negotiation for the first time, as well as those already practicing negotiation in their professions but without significant formal education in this discipline, will gain valuable insights. The course will empower participants from the same organization with a common negotiation dialect and contribute to their mutual understanding that would greatly facilitate the business development process.

Participants need to possess sufficient academic background to benefit the most from this course.

Day One

8:45 - 9:00	Registration
9:00 - 10:15	Negotiation Expectations Negotiation Challenges Negotiation Assumptions Exercise: Goals, Strategies, and Outcomes.
10:15 - 10:30	BREAK
10:30 - 11:45	Setting Goals and Measuring Success Competition or Cooperation Communication Challenges The Role and Impact of Trust
11:45 - 12:45	LUNCH BREAK
12:45 - 2:00	An Organized Framework for Negotiations - Defining Negotiation Success - Preparing for Negotiations
2:00 - 2:15	BREAK
2:15 - 3:30	Exercise: Negotiating A Contract Interests to Options Zone of Possible Agreements Effects of Anchoring Criteria and Assessing Fairness

Day Two

9:00 - 10:15	Creating and Distributing Value Negotiator's Dilemma Maximizing Value Approaches to Distribution
10:15 - 10:30	BREAK
10:30 - 11:45	Exercises: Organized Preparation Creating and Distributing Value
11:45 - 12:45	LUNCH BREAK

Day Two Cont.

12:45 - 2:00	Exercises: Organized Preparation Creating and Distributing Value
2:00 - 2:15	BREAK
2:15 - 3:30	Negotiate Disputed Agreement Managing Conflicts Approaches to Deadlock

Day Three

9:00 - 10:15	Managing Differences Conflict Tendencies Advice for Managing Different Styles Cultural Differences
10:15 - 10:30	BREAK
10:30 - 11:45	Dealing with Difficult Behaviors Typical Responses Suggested Approaches Practicing Responses
11:45 - 12:45	LUNCH BREAK
12:45 - 2:00	Communication Challenges Tools for Diagnosing Problems Exploring Different Perspectives Balancing Advocacy and Inquiry
2:00 - 2:15	BREAK
2:15 - 3:30	Listening and Persuasion Active Listening Skills

Course Summary

Advanced Influence and ***Negotiation Strategies***

Course Outline

This course focuses primarily on negotiating complicated deals and dispute resolution scenarios. Such deals and scenarios usually involve multi-parties and require extensive preparation. After properly framing and understanding the situation using the negotiation techniques, the negotiator needs to set the rules for the anticipated process and run simulations to assess the outcome of all possible agreements. The course includes number of group exercises aimed to prepare the participant to negotiate and mediate complex deals and disputes. The course stands alone, but is enhanced by 3SVA's course "**A Systematic Approach to Negotiation**"

Who Should Attend?

This course will benefit executives across the organization (in finance, oil & commodities industries, consulting, business development and strategy, business and non-business law, engineering, sales and marketing, public relations, investment placement and other areas). Mid to senior-level managers will be able to enhance their negotiation skills through interactive exercises that tackle complex negotiation situations. Those in general management positions will increase their abilities in striking successful deals by building on and improving their existing skills.

Participants need to possess sufficient academic background and work experience to benefit the most from this course.

Day One

8:45 - 9:00	Registration
9:00 - 10:15	The Negotiation Process Comparing Negotiation Approaches Frequently Asked Questions About Interest-based Negotiation Exercise: Advanced Contract Negotiation
10:15 - 10:30	BREAK
10:30 - 11:45	Advanced Contract Negotiations Planning Effectively Setting the Tone Specificity vs. Generality Using Differences Effectively
11:45 - 12:45	LUNCH BREAK
12:45 - 2:00	Advanced Dispute Assessing Alternatives Determining the "Bottom Line"
2:00 - 2:15	BREAK
2:15 - 3:30	Exercise: Advanced Dispute Negotiation

Day Two

9:00 - 10:15

Multi-party Negotiations

Assessing Influence
Multi-Party Exercise

10:15 - 10:30

BREAK

10:30 - 11:45

Multi-party Exercise (continued)

Coalitions
Group Interactions
Effective Facilitation
Process Management

11:45 - 12:45

LUNCH BREAK

12:45 - 2:00

Advanced Dispute Resolution

Other 3rd Party Interventions

2:00 - 2:15

BREAK

2:15 - 3:30

**Application Session: Preparing for
and Managing Negotiation Challenges**

Course Summary