



# Strategic Negotiations



## Seminar Description

This seminar is designed to be relevant to a broad spectrum of bargaining "problems" managers traditionally face. Managers pursuing careers in sales, marketing, purchasing, mergers and acquisitions, banking, real estate, entrepreneurship and other areas that require skill in negotiation and persuasion will find this seminar very useful and relevant.

### **Negotiators are made, not born**

Negotiation is a comprehensible social process and not a mystical process in a black box; it can be analyzed, understood, and modelled. Negotiation is a learnable and teachable skill. Negotiators are made, not born, and skills can be improved and relearned throughout life. As in most decision-making, the aim of effective negotiation is not simply to reach an acceptable outcome for all participants, but to create maximum value in the deal making process.

### **Become more effective negotiators**

The major purpose of this seminar is for participants to gain insight into their own negotiating style and to become more effective negotiators, as well as more astute observers of this social process. This seminar will involve extensive use of cases, role-playing, and related participative activities.

## Seminar Objectives

- Explore the major concepts and theories of the psychology of bargaining and negotiation, and the dynamics of interpersonal and intergroup conflict and its resolution.
- Enhance the self-confidence of participants with respect to their negotiation skills.
- Guide participants towards the development of an analytical understanding of negotiations and the management of differences so they can become more effective problem solvers in the face of conflict.
- Help participants develop the sophistication to analyze bargaining and conflict relationships, and to learn about their own individual "bargaining styles."

**By participating in this seminar** managers will come to recognize the pervasiveness and importance of negotiation. They will acquire a new repertoire of negotiating skills. They will develop a systematic and positive approach to negotiating with colleagues, bosses, clients, other stakeholders, and external groups of all kinds—in ways that equip them to deal also with all kinds of conditions and circumstances.