



Negotiation for Executive Leaders

Objectives:

- Effective project team leadership.
- Adapt your leadership approach to the circumstances.
- Manage the members of your project team to maximise its chances of success.
- Effective negotiation requires careful preparation and a win-win attitude.
- Recognise and settle disputes in the context of projects.
- Recognise traditional methods, and techniques to negotiating effectively
- Understand how to plan for your negotiations
- Understand how to confront and overcome difficulties while negotiating
- Recognising the importance of a creative approach to negotiators
- Understand how to build powerful allegiances during negotiating opportunities
- Appreciate the Value Paradox facing most negotiators at the beginning of negotiations
- Understand the skills of experienced negotiators, and the opportunities that negotiations offer to the various parties

Who Should Attend?

- **Business Development Managers:** who want to enhance their ability to secure new opportunities, close deals effectively, and maximise value.
- **Consultants and senior management:** seeking to develop strategies to influence clients and stakeholders for desired outcomes.
- **Strategic Marketing Professionals:** looking to gain insights into negotiating market strategies and driving successful campaigns.
- **Dispute Resolution Experts:** eager to learn advanced methods to manage conflicts and build consensus.
- **Leaders and Entrepreneurs:** focused on strengthening negotiation skills for securing funding, partnerships, and contracts.
- **Finance Managers:** aspiring to improve negotiations related to investments, acquisitions, and financial agreements.
- **Managers of Strategic Alliances:** wanting to enhance skills to negotiate and maintain beneficial partnerships.
- **Procurement Officers:** striving to develop strategies for negotiating better terms with suppliers and vendors.



Outlines:

Module 1 – Negotiating Realities

This opening day, focuses on why most executives negotiate as they do; and the impacts created by those approaches. Specifically looking at how negotiators take positions and attempt to use power to generate outcomes. Later during the first day, the focus will switch to the planning skills to help executive prepare before they negotiate:

Specific areas of study will include:

- Understanding the process of position taking
- Recognising the problems with fallback positions
- Exploring the use of power while negotiating and understanding how negotiators use power
- Understanding how to plan your negotiations well

Module 2 – Negotiating for Value

Following the open day, Module 2 explores the concept of value, how it is generated during negotiations, how it can be pursued, and its importance as a component of any successful negotiation.

Specific areas of study will include:

- Recognising the processes which drive negotiators while they negotiate
- Understand the concept of value as a stabiliser for negotiators
- Learning techniques to promote positive dialogues between negotiating parties
- Recognising the techniques that negotiators use to create value while negotiating.

Module 3 – Managing Challenges while Negotiating

Module 3 focuses on the key issues that destabilise negotiations as they progress. Specifically the syllabus explores approaches to ensure that negotiating relationships remain stable; ensuring that inertia or stasis can be challenged – objective goals drawn, and ideas progressed.

Specific areas of study will include:



- Managing difficult personalities
- Recognising the risks, and connecting with emotion as a positive tool while negotiating
- Understanding the role of emotional intelligence while negotiating – and
- Understanding how to handle those who do not wish to negotiate
- Recognising the process for walking away from a negotiation
- Recognising the power for both words, and attitudes while negotiating
- Powerful Language techniques for negotiators to derive value, movement, dialogue or commitment

Module 4 – Negotiating Creatively

Module 4 Looks at the importance of generating ideas when negotiating, and of clearly disassociating that process with the decision making process – or the process of debate and barter.

Specific areas of study will include:

- Understanding what hinders creativity within negotiations
- Recognising the importance of pulling together strands that do not align, and the courage to make early-stage proposals
- Techniques for devising, structuring and communicating ideas while negotiating, to open creative dialogues
- Recognising the benefits of using a creative and collaborative approach while negotiating

Module 5 – Negotiating Within Relationships

Negotiation rarely (if ever) takes place successfully without a broader relationship to underwrite the dialogues. Module 5 explores the typical relationships which surround corporate negotiations – and asks how these relationships can be utilised, strengthened or challenged as negotiations take place. Specific focus will explore what negotiators can do, to use the negotiation as an opportunity to build fuller and more powerful partnerships.

Specific areas of study will include:



- Recognising the skills and perceptions for developing powerful relationships and allegiances while negotiating
- Appreciating how to understand and evaluate the other parties during negotiation dialogues
- Challenging or developing Relationships that are not delivering value or productive outcomes
- Recognising how to assess relationships while negotiating

A final session spent re-visiting the Programme's key learning areas in greater depth, and for greater reward.

A 30 minute planning session will be followed by the formal programme close

Programme thanks, further reading and Programme Conclusions from the facilitator