Negotiation Strategy & Influence Skills
Two-day Programme

OVERVIEW
We are all experienced negotiators. On a daily basis we face challenges of persuasion and influence whether it be with coworkers, superiors, customers or suppliers. We buy and sell. Successful negotiation requires agreement and collaboration with other individuals. Since other stakeholders can have perceptions, interests, values, and cultural styles different from yours, developing proven negotiation skills and strategies is essential, both professionally and personally.

However, many of us know little about the strategy and psychology of effective negotiations. Why do we sometimes get our way, while other times we walk away feeling frustrated by our inability to achieve the agreement we desire? There are four key dimensions to every negotiation that can create obstacles but also serve as potential levers: behavioral, cognitive, emotional and motivational. In this intensive and highly interactive programme you will develop your abilities to overcome each of these obstacles and learn methods for how to leverage each dimension to create and claim value in your negotiations.

WHO SHOULD ATTEND
This programme is designed for executives, general and functional managers who want to understand negotiation frameworks and develop a personalised negotiation toolbox. Prior training in negotiation skills is useful but not essential. However effective your negotiation skills, this programme will help you become a better negotiator.

BENEFITS TO YOU
By attending this programme you’ll:

• Explore the art and science of securing agreements:
  Gain an understanding of central concepts in negotiation as they apply in a variety of contexts.

• Develop personalized negotiation strategies that complement those you already possess through a focus on the process of negotiation.

• Improve your analytical abilities for anticipating the behavior and emotional reactions of others in negotiation settings.

• Learn from the experiences of others, experiment with new ideas in a safe environment to become aware of what you do well, and identify specific areas in which you could further develop.

“Every time I plan an important discussion, I come back to the notes from the Negotiation Strategy Programme: it gave a very good structural overview of the process. The training will be valuable on an everyday basis, it will help win over even the most discontented client.”

Harijs Švarcs
Director at Swedbank Investment Management
Negotiation Strategy & Influence Skills

AGENDA

DAY 1
INTRODUCTION TO NEGOTIATION STRATEGY AND INFLUENCE SKILLS

Negotiation Challenge #1:
**Distributive Negotiations**
- Principled Negotiation
- Should I make the first offer?
- Getting to yes

Negotiation Challenge #2:
**Interest-Based Negotiations**
- Why Negotiations go wrong
- How to prepare… even if you only have 10 minutes!
- How to deal with dirty tricks

Negotiation Challenge #3:
**Multiple Issues, Two-Party Negotiations**
- Value creation strategies
- View from the other side of the table
- Investigative strategies

DAY 2

Negotiation Challenge #4:
**Resolving Disputes**
- Getting past yes
- Negotiation Power
- How to defuse threats at the bargaining table
- Putting on the pressure

Negotiation Challenge #5:
**Mediation**
- Why it’s hard to be fair
- Turn you adversary into your advocate
- Identifying Key Decision Makers

FACULTY BIO

**Jeffrey Sanchez-Burks** is an Associate Professor of Management and Organisations at the Ross School of Business at the University of Michigan and is a Research Fellow at the William Davidson Institute. He has studied and taught at universities in California, Singapore, Turkey, Latvia and Russia.

Dr. Sanchez-Burks received his Ph.D. in Social Psychology from the University of Michigan with graduate training in Cultural Anthropology. Dr. Sanchez-Burks conducts research and consults companies, governmental and NGO agencies on how culture shapes perception and intercultural interactions, social intelligence and creativity.

His research has been covered in the international media and published in a variety of outlets including: the Journal of Personality and Social Psychology, Organisation Science, the Journal of Applied Psychology, Negotiation and Conflict Management, Research in Organisational Behavior, and the Journal of Applied Behavioral Sciences.

Sanchez-Burks serves on the editorial board of Organisation Science, and is a member of the Society of Experimental Social Psychology, the Association of Psychological Science, the International Society for Research on Emotion, and the Academy of Management.

The programme is implemented in cooperation with:

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