INTRODUCTION

"You don’t get what you deserve, you get what you negotiate..."

Some studies indicate that managers and professionals of whatever company spend (conscious or unconsciously) more than 80% of their time negotiating. In fact we deal with negotiation all day: superiors, subordinates, colleagues, customers, suppliers, partners... all placing demands and defending their interests.

Therefore negotiation is among the most valued competencies in business, since it includes developing other competencies like assertive communication, active listening, analytical capacity, conflict management, etc. In this third residential module of your PDP participants acquire a framework for negotiation that will help them think about, prepare for and execute negotiations systematically - and hence more effectively - in a variety of contexts. They are also given tools and techniques to strengthen their negotiation skills and become more effective and productive negotiators, in order to capture value in negotiation and to craft deals with lasting value for all parties involved.

AIMS

Upon completion of this module the participants will be able to:

- Plan and prepare psychologically for a successful negotiation.

- Adopt different negotiation styles depending on the situation.

- Reframe a position based negotiation interaction into a joint value creation process.

- Identify the distinct interests of the different negotiating parties.

- Negotiate more rationally, avoiding some common decision making mistakes.

- Identify strong and weak points in their own negotiation performance.

METHODOLOGY

The module is highly interactive and participative and provides lots of opportunities to learn directly from experience. The participants will engage actively in realistic simulations, role-playing and other interactive negotiation exercises, which allows to develop step by step a conceptual negotiation framework.
EVALUATION

The evaluation of this module breaks down in the following way:

1) 30% professional performance.
2) 30% acquired skills.
3) 40% written assignment: Individual class room exam (45 minutes) during the second day of the module, based on the technical note 61272.

Attendance and in particular active involvement and participation are indispensable to take full advantage of this module.

BIBLIOGRAPHY

- LAX, D., SEBENIUS, J. 3-D Negotiation: powerful tools to change the game in your most important deals. HBS Press, 2006.