

NEGOTIATIONS IN THE DIGITAL AGE



**ONLINE
CERTIFICATE
PROGRAM**

EVERYBODY CAN NEGOTIATE. BUT NOT EVERYONE DOES IT WELL.

Don't be one of those managers who unknowingly leaves big stakes on the table and makes costly negotiation mistakes without recognizing them. Competence in negotiation is developed in practice and with timely, personal feedback. Earn a certificate from our Executive Education department upon completion, certifying your skills and know-how. We will answer these questions and more:

- What will make me a better negotiator than the average practitioner out there?
- Who has the power in negotiations and how do I get what I want?
- How can I analyze my counterpart and anticipate negotiation moves or deal with difficult people?
- How can I become a more reflective, analytic and effective negotiator?
- Handling negotiations online: what changes when we're not meeting in person?
- What can I take advantage of in digital negotiations?

OVERVIEW

Practice power, status, persuasion and negotiation tactics & strategies in an interactive program designed around mini exercises, discussion, and live negotiation practice. Both Harvard cases and cases prepared by lecturer Stephan Jansen will be used to develop conceptual frameworks for better negotiation analysis. This program will enable you to become a more effective and reflective negotiator, both online and in person. Every negotiation is different and so are the people involved in it. Yet, there are methods that work and things to avoid – and in today's digital age, even how we negotiate is having to adapt to new communication techniques where we may not be looking our counterpart in the eye. While the latter may be basic textbook insights, the real dynamics in a negotiation can only be experienced in the moment. We will prepare, execute and analyze to give you timely feedback on what went well and what can be improved. There is no better way to learn than this.

FORMAT

3-DAY SEMINAR

In small groups, this seminar will give you both a solid base in negotiation theory and sufficient practical exercise to take your negotiation skills to the next level. Classes will take place online over 3 Fridays.

2 HOUR INDIVIDUAL COACHING

A unique opportunity with our professional trainer anytime in a 12-month period after the program. This provides participants with the opportunity to apply their new skills, and get expert advice directly related to their own, real-life negotiations.

HALF-DAY REFRESHER

Return 6 months after the program for a half-day refresher. Discuss your experiences since the course, refresh the skills learned and take an opportunity to reflect and gain input from both your expert lecturer and your peers.

DAY 1

- **The basics in a nutshell: From BATNA to integrative negotiation**
- **Understanding your personal negotiation profile and experience its effects**
- **Prepare your negotiation like a professional**
- **Negotiation Case 1**

During day 1 we will quickly align all participants and provide a common vocabulary and understanding of basics, refreshing common negotiation theory. Participants will evaluate their own negotiation profile in advance, and we will discuss implications and meaning of the profiles for the dynamics of negotiation and the likely impacts on the results. In a one-on-one negotiation case, participants will practice their preparation and execution and discover how their profiles shape the negotiation outcomes.

DAY 2

- **Why Win-Win does not work and when it can**
- **Psychological effects and methods that do work**
- **Status and Power in Negotiations**
- **Dealing with difficult people**
- **Negotiation Case 2**

Day 2 will answer the question if win-win is possible and how to best negotiate for maximum results. Status, Power and Psychology are amongst the most influential parameters in any negotiation. Participants will learn to become aware of social cues and use them to get what they want. Role-plays during day 2 will focus on difficult scenarios and the usage of status and power.

DAY 3

- **Dirty tricks and how to counter them**
- **Dealing with group dynamics**
- **Dealing with auctions**
- **Negotiation Case 3**
- **Certification test**

During Day 3 we will focus on group dynamics in negotiation preparation and analysis, as well as on dirty tricks and counters. A role play case with 6 parties will give participants the opportunity to experience complex negotiations with multi-party agendas. The day will end with a multiple-choice certification test.

KEY FACTS

COURSE DATES

Day 1: May 7, 2021

Day 2: May 14, 2021

Day 3: May 21, 2021

Course refresher: fall 2021;

Coaching sessions booked individually

COURSE MATERIALS

Course materials including case studies, lecture slides, etc. will be made available in electronic form.

LANGUAGE

English

PROGRAM FEE

Early Bird (register by March 31): 1.900€

Regular: 2.100€

GBS Alumni: 1.700€

VENUE

online

CERTIFICATE OF PARTICIPATION

Participants will receive a certificate of program completion awarded by GBS Executive Education upon completion of the program.

CONTACT

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REGISTRATION

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