

# Successful Negotiation

A comprehensive, research-based approach for achieving the best outcome for you and your stakeholders

**Whether you are an executive in business, government, or the nonprofit sector, negotiating is a vital part of your job. Formally or informally, inside the organization or out, you need to influence people to do things that benefit others and the organization. This 2-day seminar provides a research-based approach that will lead to successful outcomes for all parties.**

Negotiations can be as complex and crucial to the success of a person, an organization, and a society as any leadership challenge imaginable. Success in negotiation is about mutual and sustainable benefits, so whenever possible, an effective negotiator promotes long-term results by building synergetic partnerships, alliances, and other relationships. This requires knowledge, skill, and trust in the process.

Scientific research has produced concepts, principles, and proven strategies for improving real-world negotiations. No matter what your current skill level, this session will help you put that research into practice, giving you the life-long knowledge and skill to negotiate positive solutions to whatever challenges you may face.

## What You Will Gain From Participating

- A complete pre-seminar assessment, via a confidential online questionnaire, and a customized reading list will help to prepare you for significant in-class learning.
- An up-to-date, comprehensive, and research-based view of negotiation that will extend to your experiences throughout life. Supervised practice, exercises, case studies and simulations will make it highly relevant.
- Follow-on learning opportunities and practice available through study suggestions, reading lists, and email access to the ADI faculty.

## About the Program

This program delivers practical, research-based, field-tested knowledge that you can use now and build upon throughout your career as a leader and negotiator. A sample of specific issues and solutions addressed during the program include:

- *Five Fundamental Skills of Negotiation:* Understand and develop skill in the five fundamental processes: decision making, persuading, information gathering, operating, and innovating.
- *A Roadmap for Complex Negotiation:* As a negotiator you need to know where you are going and what to do along the way. The three major phases of complex negotiation are introduced as you are guided through applying the fundamental processes, key negotiation concepts, principles and strategies to specific problems and situations.
- *Managing the Causes of Behavior in Negotiations:* Understanding and influencing human behavior is essential to being a strong negotiator. Also critical to becoming an expert is thinking about how a person behaves when negotiating (facts), how a person *ought* to behave (*ethics*), and how others perceive the ethical dimension of a person's behavior (*reputation*).
- *Dealing with Complexity-Number of Issues and Parties:* Many factors can make a negotiation more complex. Through a series of increasingly challenging exercise, case studies and simulations, you will be prepared for any situation.
- *Universal Principles, Context and "Scripted Negotiations":* Negotiation in the context of legal procedures, real estate purchases, and the like are examined in the context of understanding the universal principles and research-based skills.

### **Who Should Attend?**

#### **Executives, Leaders, and Managers**

Negotiation skills are critical for almost any position in business, making this session ideal for executives, leaders, and managers in business, government, and non-profit, as well as others who deal with relationships, alliances, and building internal consensus.

### **About the Instructor**

#### **Sherman D. Roberts**

An internationally renowned expert on negotiation, leadership and human performance, Sherman Roberts has designed and taught executive education programs at some of the most prestigious schools of business and public service in the world. As Director of Executive Seminars at Harvard University's Kennedy School, he created and led a series of nine highly successful executive programs on leadership, organizational performance, innovation, influence, decision making, and related topics. He currently is Academic Director of the Oxford Programme on Negotiation and an Associate Fellow of the Saïd Business School at Oxford University, the oldest institution of higher learning in the United Kingdom. He is also the Founder and Chair of the Ivy Faculty Consortium, an association of professors affiliated with "Ivy League" schools and other top schools of business, government and law in the U.S. and the U.K. Ivy Faculty, headquartered in Cambridge, Massachusetts, employs these experts to deliver on-site executive education programs for large organizational clients around the world.

### **Program Costs**

The registration fee is **\$1950/participant**.

All fees include program materials, an online pre-seminar assessment, selected follow-on readings to support continued learning and access to additional individualized support. Hotel accommodations are not included; however, ADI has secured a highly competitive rate with a five star hotel nearby, in the heart of Buckhead, GA.

To register or for more information, visit online at [www.aubreydaniels.com](http://www.aubreydaniels.com) or contact **Sandy Stewart**:

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### **ADI**

Regardless of your industry or expertise, one thing remains constant: People power your business. Since 1978 Aubrey Daniels International (ADI) has been dedicated to accelerating the business performance of companies worldwide using positive, practical approaches grounded in the science of behavior and engineered to ensure long-term sustainability. Every product, program and consulting engagement is designed to maximize the efforts of the men and women in your organization to drive business success.