



27–29 January 2020



Negotiation Dynamics



We are all experienced negotiators. We face challenging and complex problems of persuasion and influence on a daily basis. We buy and sell. We manage workers and work for managers. We deal with friends, family, colleagues, merchants, organisations and institutions all the time. Yet building agreement among people who often do not share the same interests, perceptions and values is challenging and sometimes elusive. What are some of the reasons for falling short of success – and how can we address them?

KEY BENEFITS

- Improve your negotiation outcomes. Increase your efficiency, build better relationships with fewer conflicts, drive more engagement and gain more confidence
- Learn best practices and processes. Be equipped with the necessary knowledge to navigate any negotiation, from preparing and debriefing a negotiation, to situational awareness that will allow you to understand the best negotiation moves to take at any given moment, understanding what happened to predicting what is likely to happen next
- Practice, practice, practice. Acquire hands-on practice enabling you to strengthen weak points and preparing you to return to work
- Maximise value and minimise risk in your negotiations. Develop a sustainable and situational approach for maximising value and minimising risk and resistance in your negotiation
- Develop a new mindset. Acquire new tools, change your behaviour and develop a new mindset

PARTICIPANT PROFILE

- Must be employed only by a private company in Kuwait.
- Provide an updated C.V. reflecting current role and responsibilities
- Minimum 8 years of work experience and English proficiency.

WHO SHOULD ATTEND?

- Board members
- C-Suite
- Executives involved in mergers, acquisitions or joint-venture negotiations
- Project Managers
- Human resources managers
- Entrepreneurs
- Sales and procurement managers
- Audit and compliance managers
- Key-account managers
- Barristers and lawyers.

PROGRAMME DIRECTOR



Horacio Falcão

Senior Affiliate Professor of Decision Sciences

PROGRAMME CONTENT

NEGOTIATION FUNDAMENTALS

This course explores the ways that people negotiate to create value and overcome common as well as complex negotiation obstacles such as the tension between substance and relationship, and distribution of value. This course is aimed at enabling you to become a more effective negotiator.

After a brief introduction to the course, we will engage in an exercise to get us negotiating from the very beginning, so as to look into the assumptions that drive our negotiation behaviors.

At the end of the morning/early afternoon, we will be engaging in a short negotiation role-play to apply some of the learnings so far.

DEFINING SUCCESS

In the afternoon, we will focus on understanding the dynamics of defining success in a negotiation and of understanding the overall anatomy of the negotiation process in order to increase our chances of being successful.

After that we prepare, negotiate and review a case that will put you in a sports agent negotiation, where one party will be a soccer player's agent while the other will be the representative of a soccer club.

NEGOTIATION STRATEGIES

This second session starts with us challenging the common knowledge around historical negotiation styles and covering the best practices in negotiation. This small lecture will allow us to better manage the relationship vs. substance tension in a negotiation as well as to understand and apply negotiation best practices that reduce risks while maximize rewards.

The negotiation case will be around a dispute between partners and you will negotiate in pairs, where each pair will represent one of the two partners in deciding what to do with their partnership. This negotiation will situate you in a relationship building exercise that is fundamental for the development of productive long-term and collaborative relationships. Besides, the negotiation in teams shall provide us with an opportunity to examine the topics of teamwork within negotiations.

BUILDING TRUST & WORKING RELATIONSHIPS

This session explores the people side of negotiations to enable you to manage and make the most out of the relationship aspect of a negotiation so as to improve your power and increase the value of your negotiated outcome. We will cover good relationship moves, building trust, manipulation tactics and relationship complacency.

The case will put you in a service contract scope change negotiation involving two parties in an ongoing relationship. It will allow us to cover the basics of managing the substance separately from the relationship while maximizing the value of both.

VALUE CREATION & CLAIMING IN NEGOTIATION

This module aims to recognize and understand the Value Tension – the tension that every negotiator feels when in a value pursuit. In other words, every negotiator knows that by creating value, there is a higher likelihood that they will have enough to take home the necessary value. However, creating more value is no guarantee that any one negotiator will be able to claim their fair share. In addition, value creation moves can expose a negotiator to perform worse during the value claiming phase of a negotiation.

This module will help participants to not only recognize the Value Tension, but also to learn the basics on how to productively manage it from a win-win perspective. We will discuss what are some of the most effective value creation moves that create value at minimum risk, as well as how to claim value consistently with a win-win approach and yet maximize the chances of getting our fair share.

For that, we will use the Boost M6700 case, which will put the parties into a potential JV that even before starting seems to have hit a roadblock that could jeopardize it all. The participants are recommended to go through the exercise with an attempt to create maximum value at minimum risk and then claim as much value as they believe necessary.

DEALING WITH DIFFICULT BEHAVIOURS

We will then summarize the main learnings of all of the previous sessions in our Difficult Behaviors Lab, where we will negotiate with different nightmare negotiators and overcome their difficult behaviors.

LOCATION

Kuwait Radisson Blu Hotel
Al Bida Al Tawoun Street
Kuwait City, Kuwait

DATES AND LENGTH:

3 Days
27–29 January 2020
Teaching will start at 8AM and finish at 3PM (breaks included)

HOW TO APPLY

To register for this programme, please ensure that you complete the steps online at www.kfas.org/MSL

Please provide an updated C.V. reflecting current role and responsibilities

Registration deadline: 29 December 2019

SELECTION PROCESS

All applicants will undergo a blind review process by a selection committee. Applicants will be assessed based on experience, area of expertise, and comparative merit. Any late or incomplete submissions will be automatically disqualified.

CONTACT US

Enterprise Learning & Human Development

Tel: +965 22278100

Email: training@kfas.org.kw