



NEGOTIATION AND INFLUENCE | Program Topics

The Negotiation & Influence program curriculum covers the following topics:

Topic 1 | Fundamental Negotiation Concepts

- Negotiation as a tool to create value and build relationships
- Fundamental concepts to use in every negotiation
- The psychology behind the negotiation process
- Common negotiation mistakes

Topic 2 | Integrative Negotiations

- Working towards integrative agreements
- Strategies for building trust and developing relationships
- How language impacts a negotiation
- How to ask questions (and how not to)
- Uncovering the other party's interests

Topic 3 | Multi-Issue Negotiations

- Strategies and tactics for managing a multi-issue negotiation
- Understanding and utilizing your negotiation style
- Working with those who have a different style

Topic 4 | Influence in Cross-Functional and Virtual Teams

- Managing informational, procedural, strategic, and social complexities
- Facilitating the negotiation process (agenda, ground rules, decision rules, etc.)
- Creating a superordinate goal; why it works
- Managing the "no agreement alternative" and those who prefer the status quo
- Using a visual matrix for achieving high quality solutions while gaining team member buy-in

Topic 5 | Team Based Negotiations and Conflict Management

- Managing complex team dynamics
- Benefits of and detriments to negotiating in teams
- Internal vs. external negotiations
- Managing conflict and perceived power differences
- Rebuilding trust and apologies as a source of power

Topic 6 | Shadow Negotiations

- Assessing the negotiation landscape to prepare strategy for multiple stakeholders
- Influence strategies most effective with different stakeholders
- The impact of perceptions on the process and satisfaction with the outcome

- Using shadows in a positive way so as to not be considered political
- When to use the different communication mediums for maximum influence

Topic 7 | Cross-Cultural Negotiations

- Key cultural factors that influence negotiations (whether international or within the U.S.)
- Common mistakes made in cross-cultural negotiations
- Preparing for a cross-cultural negotiation
- Negotiating with your boss/manager for cross-cultural negotiation success
- Avoiding stereotype bias reinforcement