## NEGOTIATION AND INFLUENCE | Program Topics

The Negotiation & Influence program curriculum covers the following topics:

<table>
<thead>
<tr>
<th>Topic 1</th>
<th>Fundamental Negotiation Concepts</th>
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| • 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 |

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<tr>
<th>Topic 2</th>
<th>Integrative Negotiations</th>
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| • 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 |

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<th>Topic 3</th>
<th>Multi-Issue Negotiations</th>
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| • Strategies and tactics for managing a multi-issue negotiation  
• Understanding and utilizing your negotiation style  
• Working with those who have a different style |

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<th>Topic 4</th>
<th>Influence in Cross-Functional and Virtual Teams</th>
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| • 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 |

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<th>Topic 5</th>
<th>Team Based Negotiations and Conflict Management</th>
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| • 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 |

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<th>Topic 6</th>
<th>Shadow Negotiations</th>
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| • Assessing the negotiation landscape to prepare strategy for multiple stakeholders  
• Influence strategies most effective with different stakeholders |

Visit the program page at: https://executive.berkeley.edu/programs/negotiation-and-influence
• 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