
Negotiation Skills

Discover! Art and Science of Negotiation with Tim Cullen from Oxford University!

Who should attend?

- Senior executives in general management leadership roles
- Sales, marketing and business development personnel
- HR, purchasing and other functional directors and officers
- Lawyers

How will I benefit?

The program will strengthen your ability to reach agreements that work. You will uncover your strengths and weaknesses as a negotiator. It will change not only the way you think about your own approach to negotiation, but also the way you think about the negotiation behavior of others. This should help you in every situation in which negotiation is relevant - in your job, in your family life and in relationships with people in general.

How will my organization / company benefit?

You are likely to become better skilled at achieving harmony and consensus inside the organization and obtaining better results on the outside as well - from clients, customers, suppliers, regulators, and the public at large. The skills you will acquire apply to all types of negotiation, whether the agenda is local, national or international and whether there are few or many parties involved.

What will I learn to do differently?

You will develop the use of five key skills of negotiation (Information-gathering, decision-making, persuasion and influence, innovative thinking, and implementation.

You will learn to recognize the interests in play for both sides of the negotiation and determine the most effective course to follow for a fruitful outcome.

You will better be able to identify and avoid costly errors in your own thinking habits and those of others.

What is the format?

The day's programme is a mix of interactive lecture, case discussion and simulated role plays.

Negotiation Skills

Who teaches the program?



Tim Cullen is one of the world's foremost educators in the art and science of negotiation and is a highly regarded speaker on this topic around the globe. With many years of practical negotiating experience, he is an Associate Fellow of the said Business School at the University of Oxford, where he is Director of the Oxford Program on Negotiation. As the Chairman of the Executive Leadership Faculty, he brings extensive experience teaching executive education programs, designed for business and government. His rich experience and industry knowledge have made him a much sought-after speaker and guest lecturer at more than 30 leading universities around the world. He has extensive knowledge and experience of this region and is the author of the book, "Yugoslavia and the World Bank"

Venue:

19th November 2011, 09:00–18:00

PwC Academy

*Airport City
Omladinskih brigada 88a
11070 Belgrade*

Number of seats is limited.

Optimum number of the seats is 20

Language :

Training will be delivered in English

Price : 500 EUR + VAT payable in RSD

For more information please contact: training.academy@rs.pwc.com

One-day Negotiation Program

Tim Cullen

Director, Oxford Programme on Negotiation

Associate Fellow, Saïd Business School, University of Oxford

8.30 AM – 10.30 AM

Explanatory framework for negotiation.

Decision-making and how to counter one's natural biases and avoid traps.

Persuasion and Influence: Teaching session on research-based principles of persuasion and influence.

10.30 AM – 11.00 AM Break

11.00 AM – 12.30 PM

Role play: Sudoria's budget. Two person negotiation between a top finance ministry official and counterpart from education ministry, exploring the interests of two sides, addressing constituent interests, and concepts of fairness.

Further development of negotiation principles – an interactive teaching session, dealing with interests-based negotiation, including further development of concepts of claiming and creating value. Includes discussion of whether it is best to make the first offer, understanding which groups may be influencing each side, potential blockers on one's own side and on the other side. Ties into issues of anchoring, already introduced.

12.30 PM – 1.30 PM Lunch

1.30 PM – 3.00 PM

Selling the Gables: A case study introducing uncertainty and a changing environment in a negotiation for a house sale. Illustrating negotiation dilemmas – and solutions. Illustrates naïve realism, confirmatory bias, blaming dynamics, etc.

Trust and ethics in negotiation

3.00 PM – 3.30 PM Break

3.30 PM – 5.30 PM

Understanding increasingly complex negotiations – an interactive teaching session, introducing logrolling, no-deal options, contingencies, sequencing etc.

The Commodity Purchase: A multiparty simulation negotiation. Emphasizes information-gathering, alliance-building and innovation in negotiation.

5.30 PM – 6.00 PM

Concluding recap of lessons learned and open discussion of negotiation challenges currently faced by participants in their work. Helping to reframe challenges for successful outcomes.

Workshop ends