

Advanced Master Course in negotiation (AMCN)

Part 2 (2-day)

Annually billions are squandered in the public and private sectors by parties failing to understand and appreciating **the importance of negotiation** as a key business differentiator. The consequences of the failing are that business which should be done is not done, business that should not be done is done, and enormous amounts of value are not recognized prior to and during a negotiating. Ironically these omissions occur despite investments in negotiation training on average being recovered in the first post-training negotiation.

On completion of the **MCNA**, participants will have acquired **advanced knowledge, insights** and **skills** into effectively and confidently embarking upon principled, value maximizing complex bi- and multi-lateral negotiations. Of necessity, they be better empowered for future leadership rolls and also be very well versed in:

- Not merely aspiring to win by defeating the other party, but instead winning the other party over.
- Evaluating and knowing personal biases and tendencies, and better managing their negotiating strengths and weaknesses.
- Recognizing the most common manipulative negotiation tactics – threats, lies and insults – employed by difficult parties, and knowing how best to neutralize these tactics.
- Building long-term relationships and trust at the negotiation table.
- Overcoming cultural and gender barriers.
- Creatively dealing with non-verbal behaviour and leveraging first impressions.
- Managing emotions and stress to enhance negotiating effectiveness.
- Understanding and leveraging the impact of power on negotiators and negotiation practice
- Guarding against risk aversion and short-term thinking.
- Negotiating from a position of relative weakness and creatively responding to NO.
- Leveraging divergent thinking to break deadlocks and build workable packages.
- Embarking on optimal non-competitive bi and multi-lateral deal-making by virtue of 360 degree planning.
- Optimally closing a negotiation in a manner that ensures smooth implementation.