

Master Course in Negotiation (MCN)

Part 1 (3-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 completing the **MCN**, participants will have acquired the **cutting-edge knowledge, insights and skills** to more effectively and confidently leverage their specific disciplinary expertise when venturing out into the world of principled, value maximizing negotiation. They will be well versed in:

- Establishing a firm foundation for principled, value maximizing negotiation.
- Differentiating between distributive, competitive and value claiming bargaining, and integrative, cooperative and value maximizing negotiation.
- Avoiding the negative and positive traps that untrained 'negotiators' unwittingly fall prey to.
- Understanding and leveraging the difference between positions and interests, the latter being the silent drivers of the positions parties adopt.
- Establishing a negotiation climate conducive to a mutually beneficial negotiation outcome.
- Knowing when to negotiate and when to resort to other measures.
- Understanding when and how to positively walk away from a negotiation.
- Exploring and evaluating own and counterpart best alternatives to a negotiated outcome.
- Grasping the cost of negotiation with regard to the potential loss of tangible and intangible resources, and the possibility of a bad precedent being set.
- Structured light and 360 degree negotiation planning as the precursor to optimally conducting bi-lateral negotiations.
- Employing non-manipulative, non-coercive means of influence and persuasion.
- Evaluating the implementability of negotiation outcomes.