



Sample two-day negotiation programme

Negotiating to Succeed in a Global Environment

Day 1

09.00 – 10.45

- **Explanatory framework for negotiation.**
- **Sudoria's Budget**: Two-person negotiation simulation role-play between a top Finance Ministry official and counterpart from Education Ministry, exploring the interests of the two sides, addressing constituent interests, and concepts of fairness.

10.45 – 11.00 *Tea Break*

11.00 – 13.00

- **Introduction to decision-making** and how to counter one's natural biases and avoid traps. An interactive teaching session.
- **Persuasion and Influence**: An interactive teaching session on research-based principles of persuasion and influence.
- **Key Principles of Negotiation**: Further development of negotiation concepts and strategies, introducing claiming and creating value.

13.00 – 14.00 *Lunch*

14.00 – 15.15

- **The Commodity Purchase**: Multi-party simulation role-play negotiation. Emphasises information-gathering, alliance-building and innovation in negotiation.

15.15 – 15.30 *Tea Break*

15:30 – 17.30

- **Cross-cultural considerations in negotiation**: Brief introduction to the Lewis Model of cross-culture and understanding how culture and nationality can affect how people negotiate.

- **The Fujian Factory Negotiation**: Simulation: two-person negotiation role-play between the CEO of a European company and the head of a Chinese company on the terms of a possible manufacturing agreement: explores the interests of both sides, addressing constituent interests, and giving participants the opportunity to practice what they have learned so far.

Day 2

09.00 -- 10.15

- **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.

10.15 – 10.30 *Tea Break*

10:30 – 13:00

- **The High Cost of Low Trust**: An interactive teaching session
- **The Asiabrand-Canmart Negotiation**. One-on-one simulation role-play negotiation that further develops concepts of trust and reciprocity in negotiation.
- **Strategies for complex negotiation** – 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 and other biases.

13.00 – 14.00 *Lunch*

14.00 – 17.30 (with break)

- Interactive teaching session, reinforcing concepts of logrolling, no-deal options, contingencies, sequencing etc.
- **Bringing all the strategies into play: The Me-Tab Negotiation**: Complex multi-party and multi-issue simulation role-play negotiation, where participants negotiate in teams of two. Illustrates many of the concepts taught during the workshop.
- Concluding wrap-up session.

Programme ends