



Negotiating for Value

Overview

In the absence of a well-designed negotiation strategy that informs how principled, value maximizing agreements should be approached, organizations often unwittingly engage in deals that should not be pursued, miss out on deals that should be pursued, and exacerbate negative counterpart behaviour.

Today, it is accepted that successful negotiation relies on an identifiable set of determinants that need to be present in the correct sequence. Consequently, there is an ever-increasing emphasis on negotiation training that empowers managers and leaders to optimally employ tried and tested negotiation insights when undertaking formal and informal negotiations. Organisations are increasingly discovering that the ability to negotiate well is an essential skill that every employee should possess. Negotiations are not peripheral to an organisations success and should not depend on personal judgement or 'gut feelings' on the part of those negotiating.

It is essential that organizations afford negotiation the same emphasis that they afford other key business processes. This course puts negotiation skills at the heart of business strategy and organizational culture.

Benefits

- ✓ **Learning from an experienced mentor that has taught and consulted to public and private sector organisations around the world.**
- ✓ **Getting insights into human behaviour, cross-cultural imperatives, creativity and innovation.**
- ✓ **Opportunities to work, plan and negotiate together to successfully create bi-lateral and multi-lateral agreements.**

Who should do this course

The course is focused on participants that are involved in managing and leading organizations. This includes; Chief Executives, Senior and Middle Managers, Sales Executives, Buyers and Independent Businessmen seeking to access capital or enter local and international markets, Entrepreneurs and Legal practitioners.

Applications Welcome from:

- ✓ Managers and leaders in small, medium and large organisations.
- ✓ Sales or procurement executives.
- ✓ Entrepreneurs wishing to gain venture funding and/or establish new business initiatives.
- ✓ Individuals seeking to optimise the value generated by their various personal and vocational endeavours. cation and informed decisions.

What does the course cover

During this course, participants are immersed in interactive presentations, which focus on establishing the corner posts of principled, integrative and value maximizing negotiation. Throughout the course due attention is devoted to strategic, behavioural and cultural variables. The course has a strong emphasis on crafting mutually beneficial, nonmanipulative and sustainable deals that are premised on universal principles of human behaviour, cross cultural imperatives, creativity and innovation.

Modules

- ✓ Establishing the core determinants of Principle, value maximizing negotiation with the help of a bi-lateral buy-sell negotiation.
- ✓ Understanding the precaution that need to be kept in mind when negotiating.
- ✓ Structured Negotiation Planning using a Planning template 'light'. Individuals seeking to optimise the value generated by their various personal and vocational endeavours.
- ✓ Planning for and negotiating a bi-lateral negotiation, including a through debriefing.
- ✓ Different types of negotiation and creating a negotiation climate conducive to developing mutually beneficial negotiation outcomes.
- ✓ Dealing with difficult parties and public's in negotiations.
- ✓ Negotiation strategies, tactics, ploys and gambits.
- ✓ Building trust and negotiating across cultures.
- ✓ introduction to a 360 degree Negotiation Planning Template and an Extended Concession Template.
- ✓ Planning for and negotiating a complex negotiation that encompasses multiple business disciplines, followed by a debriefing.
- ✓ Influence and persuasion with reference to the Six Universal Laws of Human Behaviour.

Faculty



Prof. David Venter

Adjunct Professor, Trinity Business School

Prof David Venter has more than 30 years of hands-on experience in teaching negotiation in Africa, Europe and Asia, and in consulting to national and multinational companies. His work in the corporate sector has been focused on establishing negotiation capabilities and competencies at both individual and organizational level. In addition to practicing psychology for 15 years, he spent 10 years during the South African transition from apartheid to democracy, serving in the Mandela administration as Director-General of Communication. David has taught negotiation to MBAs in Belgium, the Netherlands, Russia, China, and in Africa. For the past five years he has also taught a highly ranked course for Trinity MBAs. Prof Venter is highly recognized internationally as a foremost authority on principled, value maximizing negotiation.



What participants say

“There are very few courses where you get more than what you expected in terms of learning and exposure. This course is definitely one of them. It is simply an essential skill that all involved in any form of negotiation should possess.”

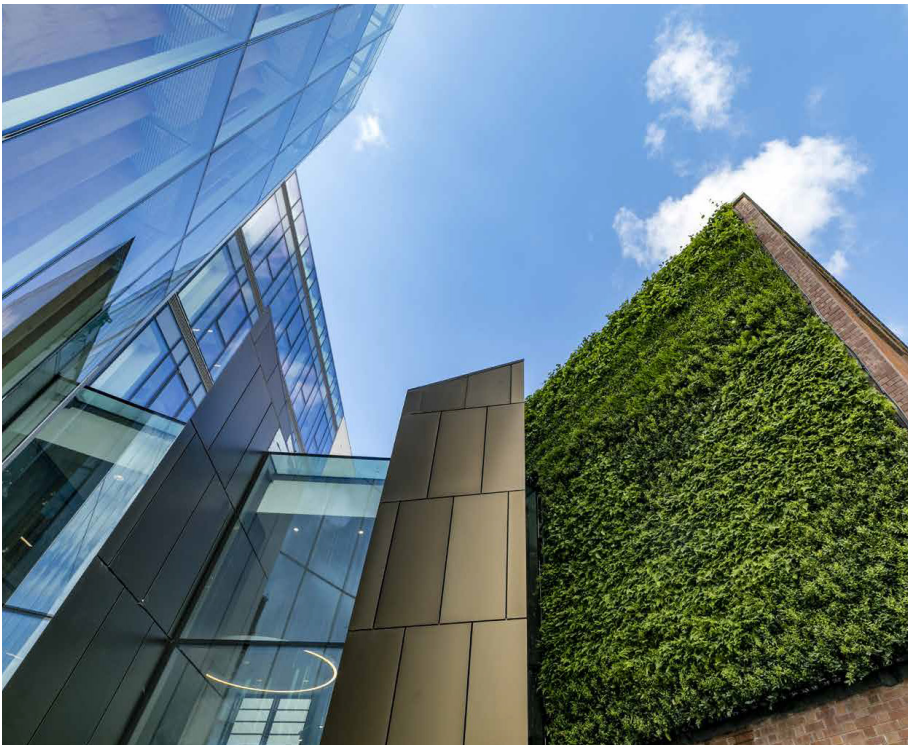
Shahied Daniels, Chief Executive of the SA Institute of Professional accountants

“Thank you for the invaluable support, input and guidance throughout the course. Your passion for the subject is contagious and I have been greatly privileged to share the journey. Thank you for introducing me to the world of value creating negotiation and for sharing your endless knowledge.”

Tiaan Smit, Practicing Attorney

“Being in your course was a life changing experience that empowered me to successfully aspire to greater heights in my personal and vocational life”.

Olga Ganyushkina, SAP Moscow, Russia



About Trinity Business School

Trinity College Dublin has a robust reputation as a leading international university which extends over four centuries. Trinity Business School was founded in 1925 and has had an innovative role in management education and research which both serve and influence industry.

Over the years, our School has played a pioneering role in bringing the MBA to Europe and has created one of Europe's most sought after undergraduate business degree programmes as well as having a series of top ranked MSc programmes. Our Executive Education programmes are designed to deliver impactful learning experiences to business executives so that they can better understand, manage and shape rapidly changing business environments.

How to Apply

Visit www.tcd.ie/business/executiveeducation/ for more information and to apply for this programme.

Executive Education Open Programmes

Our open programmes are specifically designed for senior executives, business leaders and professionals who want to expand their strategic thinking and knowledge-base to address significant business challenges, gain a competitive edge in their career, feel confident in new roles, or embark on new professional paths. All our courses are practical and involve action-based learning, which participants apply for a long term impact.

Over the years, Trinity Executive Education has enabled thousands of business executives to make long-term impact in their organisations. Our courses have helped them hone their leadership, negotiation, and people management skills, as well as strengthen their knowledge in finance, strategy, marketing, communication, and big data. Opportunities for collaboration with international groups of peers have also enriched their learning experience, giving them the additional benefit of expanding their professional network.

Participants leave our courses refreshed and energised, with new skills, tools and thought processes to better understand, manage and shape rapidly changing environments.

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