

Psychology Of Negotiation (Code: PON)

Evolution-U Executive Negotiation Business Suite

Half Day or Full Day - Expert - Prerequisite: ENT



*The Evolution-U Executive Negotiation Business Suite is a focused offer of engaging soft skills trainings, providing **usable tools for better & measurable performance** praised by our clients*

Course Outline

In Executive Negotiation Theory and Application we learnt how to prepare for and structure negotiation. However even the best structured negotiations will fail if heated emotions, moral conflict and irrational behaviour are present. The first section of this expert negotiation training tackles the difficult to map areas of emotional and mental biases in negotiation and offers approaches for dealing with them, testing the theories in various break out sessions and role plays.

In the second section of the training, we focus on negotiations with adversaries who are more than mere business contacts; we consider extremes in circumstances including violation or trust, betrayal, moral conflict and strongly opposing personal values. As we reference case studies for each the training extracts approaches for dealing with such situations which can then be referenced back to business scenarios.

Learning Objectives

By taking this course, participants will:

- review ZOPA and learn additional insights into estimating it;
- understand the mental biases that can derail negotiation and how to counter them;
- discuss the risk emotions present in negotiation scenarios and how to lower the risk that emotional bias will destroy value in the negotiation process;
- learn techniques for confronting both our own biases and those of others;
- discuss when to negotiate with a perceived enemy and when not to;
- gain awareness of the negotiation traps that can result in negotiated agreement being avoided when there should have been agreement, and being agreed
- when it should have been avoided;
- learn the six steps for making rational judgements in the face of emotional or moral jeopardy;
- understand the three tensions to making moral judgements.

Course delivery consists of trainer led presentation, group breakouts, exercises and case studies. Prior preparation time of approx. 30 minutes is required before attending this course. Open class discussion is encouraged to allow participants to learn from experience and best practise of others.

Course Content

Finding ZOPA in Business Negotiations

The first session returns to the concept of ZOPA and discusses additional techniques for identifying ZOPA in business negotiations, using the Microsoft takeover of Nokia's mobile business as a case study for reviewing the theory and launching discussion.

Negotiation Psychology: Biases of the Mind

We need to be aware of our mental biases that may prevent us from following logical decision making paths, and to develop the self-awareness and rationality required to protect us when we are unprepared. In this section the four most commonly recurring mental biases are introduced and analysed.

Negotiation Psychology: Biases of the Heart

Emotions can be a powerful factor in derailing negotiations. We need a set of techniques that allow us to resist the potentially damaging effect our emotions can have on our best interests. Five frequent high risk emotional biases are introduced and analysed.

Confronting Biases

There are two components to confronting biases; confronting our own biases, and confronting the biases of others. Approaches for dealing with both sets of biases are introduced and a role play follows.

Negotiating with the Enemy

For the purpose of extracting invaluable tools to guide our negotiation decisions and not succumb to judgements based on biases of the mind or heart, it is common practise to look at extreme situations and test both our judgement and the theory in such situations. We open discussions in the aftermath of 9/11, the response from President Bush to Mullah Omar, and the differing positions of senior academic advisors to the White House before opening a business focused case study where one party feels badly wronged by the other.

Negotiation Traps

"Negative" traps which direct us not to negotiate when maybe we should are the most common response when we are in conflict with a perceived enemy. However, a second set of "Positive" traps can have the opposite effect, causing us to negotiate when maybe we shouldn't. In this section, we analyse both sets of traps to develop awareness so they can be avoided.

Maintaining Rational Judgement

Having spent the last two sections discussing the disruptive repercussions of emotions, we now introduce six steps for returning to a rational decision making process even when faced with the most unethical of adversaries or in the most challenging of situations.

Three tensions in making morale judgements

Despite the six steps for maintaining rational judgement, the very nature of our personal values and emotions can make rational decision making difficult. There are three tensions common to many conflicts which can assist when making moral judgements in the face of contradicting forces. In analysing how these tensions may be either used or ignored, we reference two of the greatest figures from the 20th Century, Winston Churchill and Nelson Mandela and how they took very different approaches to dealing with their adversaries.

Who Should Take This Course

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all Customer-facing Staff, anyone dealing with Sales, Negotiation or Mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in these courses, with immediate results.

This training course is fully certified by Evolution-U.

**For more information & reservations please contact Jessica
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