

NEGOTIATING FOR RESULTS

GIVE YOUR MANAGERS THE BEST EDGE AT THE BARGAINING TABLE

NEGOTIATING FOR RESULTS DELIVERS WORLD-CLASS CONTENT THAT SHARPENS CRITICAL THINKING AND DECISION-MAKING SKILLS IN REALISTIC BUSINESS SITUATIONS

NEGOTIATING FOR RESULTS from Harvard Business Publishing immerses managers in dialogue-based situations that foster learning by doing where they make key decisions that drive the dialogue and ensuing results. Your managers will learn how to avoid common traps and find common ground for opportunities. The interactive course helps managers prepare for and conduct effective negotiations that produce a winning edge for your organization.

CONTENT

SCENARIO-BASED LEARNING, INTERACTIVE TOOLS, FOLLOW-UP GUIDANCE

Negotiating for Results will give your managers an advantage when conducting business negotiations. Immersion in the course's interactive simulated environment will enable your managers to tap into expert insights, discover proven tactics, and sharpen their own skills for getting results when negotiating with others.

The course provides firsthand experiences in a safe environment and gives managers the opportunity to use interactive tools and apply follow-up action plans.

Negotiating for Results takes managers through situations where they learn how to:

- o **Develop** a BATNA (best alternative to a negotiated agreement).
- o **Clarify** and uncover all interests to create opportunities for mutual gain.
- o **Restore** productive dialogue with "appreciative moves" when negotiations stall.
- o **Generate** ways to foster relationships based on trust and to separate the relationship from the deal.
- o **Determine** how the terms of an agreement will be carried out in practice.

Negotiating for Results immerses users in the consequences of their own decisions and provides immediate feedback. All course exercises are short and modular, with no portion taking more than twenty minutes. The entire program requires two to three hours to complete.



Prima|CUX

HIGHLIGHTS

- > World-class, award-winning content
- > Learn by doing
- > Rich interactivity with video and gaming aspects
- > Immediate, personalized feedback
- > Proven techniques to predicate outcomes
- > Customizable on-the-job action plans
- > Flexible learning paths
- > On-screen Guide provides direction

EXPERTS

Negotiating for Results is based on the work of renowned experts:

JAMES K. SEBENIUS

- o Co-founder and Director of the Negotiation Roundtable at Harvard Business School
- o Executive Committee member of the Harvard Law School Program on Negotiation

DANNY ERTEL

- o Author, *Turning Negotiation into a Corporate Capability*
- o Co-author, *Getting Ready to Negotiate: The Getting to Yes Workbook*

COURSE ELEMENTS

PRACTICAL PREPARATION AND APPLICATION

Negotiating for Results takes managers through realistic situations in an interactive format where their decisions lead to consequences that impart new insights. Just as with live conversations, each situation offers alternative paths that produce different outcomes for each challenge. Realistic practice scenarios and interactive tools enable time-pressed managers to grasp key concepts quickly and retain them permanently.

Simulations enhance Harvard Business Publishing's award-winning courses to a new level of learning. Rich, multiple-media formats offer a wide breadth of video, audio, and print content.

INTERACTIVE SCENARIO	Places the learner in situations that lead to decision-driven consequences that affect people, processes, and productive outcomes.
INTERACTIVE TOOLS	Help assess vulnerability to negotiation traps, clarify interests, identify opportunities to maximize the potential value of the deal, and develop a best alternative to a negotiated agreement (BATNA).
UNIQUE, CUSTOMIZED PATHS	As in real conversations, each learner will experience a different path through challenging situations.
DECISION POINTS	There are seventeen instances that prompt the learner to make decisions and face consequences.
RESOURCES	Eighteen expert perspectives from <i>Harvard Business Review</i> and other top sources.
ACTION PLANS	Guidance for applying concepts on the job.
QUIZ	Evaluate comprehension of the content with built-in assessments.

ADDITIONAL FEATURES

Gaming aspects and video (60 minutes average) make for a memorable learning experience. **Realistic scenario** learning provides an average of forty-five feedback instances in each course. **Guidance for working with a mentor** to analyze new skills and apply new concepts on the job. **Facilitation Guide** shows how to incorporate course elements into a blended learning program.

SUPPORT

IMPLEMENTATION SERVICES

NEGOTIATING FOR RESULTS is quick and easy to deploy via your LMS or intranet. Our Implementation Services Team can help you develop an effective rollout strategy. An organization can create a tailored deployment or use a Facilitation Guide for each course.

Many more Harvard Business Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.

TARGET AUDIENCE

NEGOTIATING FOR RESULTS helps mid-level managers gain insights and sharpen the skills they bring to the bargaining table.

Building and refining your managers' negotiation skills will directly affect your organization's success.

COMPLEMENTARY OFFERINGS

Extend the course's impact with additional leadership development simulations:

◦ PRODUCTIVE BUSINESS DIALOGUE

How to improve communication effectiveness for actionable outcomes.

◦ MANAGING DIFFICULT CONVERSATIONS

The natural follow-on to *Productive Business Dialogue*, this simulation course shows how to uncover the real data and reasoning underlying disagreements, and how to build collaborative conclusions.

◦ LEADING TEAMS WITH EMOTIONAL INTELLIGENCE

How to establish positive group norms that drive high performance.

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.

LEARN MORE

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