

Title: The Successful Negotiator Method® Workshop Syllabus
School: IPADE Business School
Metric: 12 hour class
Professor: Dr. Raul Howe
Dates: Monterrey, NL. Tuesday 5, Wednesday 6, February, 2019

Schedule

09:00 to 11:00
11:00 to 11:15(break)
11:15 to 13:15
13:15 to 14:30 (lunch)
14:30 to 16:30



IPADE BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA





Course description

Nowadays, 8 out of 10 job profiles for leadership positions require negotiation as a key competence. In fact, The World Economic Forum ranked negotiations as a top 10 key competence for professionals to survive the 4th Industrial Revolution.

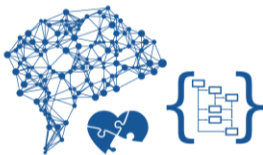
Top 10 skills

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity



Source: Future of Jobs Report, World Economic Forum

<https://www.weforum.org/agenda/2016/01/the-10-skills-you-need-to-thrive-in-the-fourth-industrial-revolution/>



If these were not enough, The Harvard Business Review showed that difficulty negotiating a mutually beneficial outcome with customers and clients is one of the two main causes why companies waste money. .

How Much Money Executives Estimate They Waste Each Day

And on what, based on a survey of 83 senior managers.



https://hbr.org/2016/08/putting-a-price-on-people-problems-at-work?utm_campaign=HBR&utm_source=facebook&utm_medium=social

Consequently, professionals and more importantly business professionals need to be successfully trained in the art and science of negotiations. This intensive course at IPADE Business School explores the last 40 years of theory, process and practice of negotiation with the goal of offering students an easy 6 steps Method to develop negotiation as a key competence in their professional and personal life. .



The Successful Negotiator Method®

We all negotiate every day, and we all do it for three different purposes:



a) To get more out of limited resources



b) To influence others to achieve our goals



c) To solve conflicts

Participants will definitively learn how to negotiate successfully for every one of these purposes.

Learning objectives 5 + 1

By using the Successful Negotiator Method®, through interactive discussions and role plays, participants will learn how to:

1. Find connection
2. Find common interests
3. Apply leverage & influence others
4. Concede to win, get prepared & close the deal





Students Will also learn how to:

1. Understand the negotiator's dilemma
2. Settle high real goals and focus on what matters most: Goals Vs. Targets
3. Use the physiological game of money in negotiations and the power of anchoring: ZOPA
4. Use and deactivate dirty tactics
5. Properly utilize the power of empathy and respect
6. Evaluate and decide their alternatives (BATNA, WATNA)
7. Employ when necessary a positive "No"
8. Improve as a negotiator over time

Students will enjoy learning about their psychological profile to face conflict and how to identify other negotiators profiles. They will identify different conflict types and how to approach each of them more successfully. In order to do so, participants will understand the difference between collaborative and adversarial negotiations. They will also recognize the impact of finding underlying interests on every negotiation, since they will comprehend that "negotiation is all about how you make people feel®".

The nature and length of assignments will reflect the credit requirement. Attendance and participation at all sessions is mandatory.



Syllabus

Grading: Since this is a **Pass** or **No Pass** course, grading will be as follows:
80% on your classroom contributions
20% on a final exam (electronic platform, in class)

Please focus on learning the more you can from yourself and from your classmates. Observe, listen, analyze and enjoy. Negotiations is one of the most valuable competencies of a leader today, and it is a lot of fun. It is the easiest, fastest, and smartest way to get things done when you need someone's collaboration.

You will be able to download the PowerPoint presentation when the workshop is over. The presentation is intended to allow you to take brief notes and do not dedicate too much time on writing during class. I prefer having you involved in class discussions.

We only have 12 hours to have you started as a Successful Negotiator.

Final examination

We will have a final exam. You will have some 20 to 25 minutes to answer 11 multiple choice questions in an APP (20%). During the workshop we will be doing 3 Role-plays, some exercises and two tests to help you know yourself better as a negotiator. Your participation and contributions in our discussions are crucial (80%).

After the course, you will have more knowledge, skills and attitudes towards negotiation that you did not have at the beginning. By testing your understanding and probable performance on different negotiation scenarios you will have the opportunity to identify your true strengths and weaknesses.



Assignment 1: Before we start the workshop

Please subscribe to Blinkist (APP) and start learning very fast. Since this is a 12-hour course and we have not enough time to read more than one book and considering that it is important for you to get the main ideas of more than one, I fully recommend we use a platform to be more ambitious. Please, subscribe to Blinkist (www.blinkist.com) . There is a free trial version you can test or go for the \$49.99 USD plan.

By doing this you will have the opportunity to get the key concepts of an entire book in about 15 minutes. Blinkist is not about audio books. You will get the most relevant information from every book in blinks, all very well synthesized. At Blinkist you will have access to more than 1,500 nonfiction books for one year. For this negotiation class, you will be required to learn from 4 books, taking only 15 to 20 minutes of your time to get the main points of every book. If by the end of the class anyone is interested, I will be more than glad to provide additional book options at Blinkist.

After subscribing, please search for this first books, listen and learn:

- 1) How to Win Friends & Influence People by Dale Carnegie.
- 2) Getting to Yes by Roger Fisher, William L. Ury & Bruce Patton.
- 3) Influence by Robert B. Cialdini.
- 4) Do the Visual, Aural, Read/write and Kinesthetic (VARK) Test and bring results to class. You do it on line. Print results or write them down. (15 minutes)

This is the link: <http://vark-learn.com/the-vark-questionnaire/>

You do not have to read anything before our first session from the Bargaining for Advantage book, please see Assignment 2.

Estimated time for this assignment: 80 minutes.



Assignment 2: For day 2

- 2.1. 2.1. Do the Bargaining Styles Assessment Tool and bring results to class.
This assessment is contained in the book:
Bargaining for Advantage. Negotiation Strategies for Reasonable People.
Second Edition. Schell, Richard. Penguin Books.
Only do pages 237 to 241

Note: This book is a really good book. I fully recommend you purchase it.
It is mandatory to do the test and bring results to class. Read the book some time, after we finish our workshop as a review. (20 minutes)

- 2.2. Go to Blinkist, find and listen: The 7 Habits of Highly Effective People by Stephen R. Covey. (20 minutes)
- 2.3. Review your strengths and weaknesses. Are they the same now? How have them changed?

Estimated time for this assignment: 45 minutes.

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1. Find connection

- 1.1 Rules of the class
- 1.2 Understanding negotiations
- 1.3 The balance statement in negotiations: Strengths & Weaknesses
- 1.4 Objectives & The Successful Negotiator Method
- 1.5 Perspective taking and the 80/20 principle
- 1.6 Empathy Vs. Sympathy
- 1.7 Negation is not a mathematical equation
- 1.8 Negotiation is about how you make people feel
- 1.9 Principle of liking
- 1.10 Powerful connectors
- 1.11 Understanding conflict: Attack or scape
- 1.12 We all think the same way? VARK test
- 1.13 Active listening
- 1.14 Principles of trust and credibility

2. Find common interests

- 2.1 Interests, motivation & positions
- 2.2 Do your research... before negotiations
- 2.3 Ask the right questions
- 2.4 If you want to be interesting, be interested
- 2.5 The negotiator's dilemma
- 2.6 Emotional intelligence in negotiations
- 2.7 Under or above the line (consciousness)
- 2.8 Wisdom as a virtue
- 2.9 Reputation & respect
- 2.10 The BAT test: Negotiations profile

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3. Apply leverage & influence others

- 3.1 The carrot
- 3.2 The stick
- 3.3 The rules, laws & other norms
- 3.4 The 3 types of conversations in context
- 3.5 The need to be useful
- 3.6 Principle of consensus

4. Concede to win, get prepared & close the deal

- 4.1 4.1 The psychological game of money in negotiations
- 4.2 High expectations and walk away point
- 4.3 The Zone of Probable Agreement (ZOPA)
- 4.4 The first offer and the power of anchoring
- 4.5 Prepare yourself, prepare yourself, prepare yourself
- 4.6 Defining and establishing goals
- 4.7 How to say “no” without affecting the relationship
- 4.8 Best Alternative to a Negotiated Agreement (BATNA)
- 4.9 Worst Alternative to a Negotiated Agreement (WATNA)
- 4.10 Closing the deal is a consequence
- 4.11 4 things you take from this workshop (make a list)