

# MASTERING NEGOTIATIONS

ESMT  
BERLIN



**Location**  
ESMT Berlin



**Tuition fee\***  
€3,800



**Language**  
English



**Duration**  
3 days  
November 3 – 5, 2021



**Certificate**  
You receive a certificate upon completion of the program.

## Postgraduate Diploma in Management

The program counts toward 3 of the 18 days necessary to receive the diploma.



[execed.esmt.berlin/negotiation](https://execed.esmt.berlin/negotiation)

Mastering Negotiations will transform you from an “experienced” negotiator into an “expert” negotiator. You will be provided with a conceptual framework for analyzing negotiations, enabling you to organize and leverage your own negotiation experience. You will learn how to not only claim but also create value during negotiations. In addition, you will develop skills to handle challenging and complex negotiation situations such as negotiating in teams, crosscultural negotiations, as well as multiparty and multi-issue negotiations, where coalition dynamics become an important determinant of success.

## Who should attend the program?

Accomplished professionals who frequently conduct negotiations within their firms as well as with outside parties.

## Key topics

- Key principles and frameworks for negotiations
- Negotiation tactics and styles
- Assessment and evaluation of offers
- Multiparty negotiations, coalition dynamics, the creation of lasting alliances, and sustainable agreements
- Cross-cultural negotiations and influences on effective communication and perceptions
- Game theory approaches to strategic interactions and identification of power asymmetries

## Teaching methods

Interactive lectures

Negotiation simulations

Feedback from peers and faculty

Individual and group work

Plenary discussions

# Mastering Negotiations

---

## Day 1

- A conceptual framework for analyzing negotiations
- Negotiation efficiency and value creation
- Negotiation styles

## Day 2

- Complexity and strategic flexibility
- Complexity, teams, and intercultural negotiation

## Day 3

- The psychology of negotiation/coalition dynamics
- Multiparty negotiations

## Key benefits

- ✔ Enhancing your conceptual, strategic, and practical understanding of negotiation
- ✔ Refining your critical negotiation skills
- ✔ Gaining a fundamental understanding of how to set up value-adding negotiation scenarios

\*For general terms and conditions and details on the application process, please go to: [execed.esmt.berlin/gtc](https://execed.esmt.berlin/gtc)



Nan Guo

## Faculty

### Nan Guo

is a program director at ESMT Berlin. She has rich experience in building high-performance, multi-cultural teams and preparing organizations for market expansion.

### Matt Mulford

is a visiting lecturer at ESMT Berlin. His research interests include the psychology of judgment and decision making in interdependent interactions, negotiation analysis, experimental game theory, and experimental research design.

## Contact

### ESMT Berlin

[programs@esmt.org](mailto:programs@esmt.org)  
+49 30 212 31-31 30



ESMT means learning differently: from others, from experience, interactively in group exercises. Mastering Negotiations met all my expectations, with a professional preparation by the ESMT team and a group of qualified participants.

Marty-Joern Klein,  
Director Institutional Clients,  
Allianz Global Investors KAG

[execed.esmt.berlin/open-programs-individuals](https://execed.esmt.berlin/open-programs-individuals)