NEGOTIATION MASTERY

November 11 – 17, 2020
Online

June 14 – 16, 2021
November 3 – 5, 2021
ESMT Berlin

LEARN THE ESSENTIALS OF CONDUCTING SUCCESSFUL NEGOTIATIONS
Negotiation Mastery transforms managers being an ‘experienced’ negotiator to an ‘expert’ negotiator. This program gives the participants a conceptual framework for analyzing negotiations and enables participants to organize and leverage their own negotiation experience. Participants will learn how to not only claim but also create value in negotiations. Furthermore, participants will develop skills to handle challenging and complex negotiation situations such as negotiating in teams, cross-cultural negotiations or multi-party and multi-issue negotiating where coalition dynamics becomes an important determinant of success.

This program has been designed for accomplished professionals who frequently conduct negotiations within their firms as well as with outside parties.

TOPICS INCLUDE

✓ Key principles and frameworks to employ when preparing for and conducting negotiations
✓ Strengths and weaknesses of various negotiation tactics and styles
✓ Techniques for goal-setting and the assessment of offers; evaluation of alternatives and walk-away situations
✓ Multi-party negotiations, coalition dynamics, the creation of lasting alliances, and sustainable agreements
✓ Negotiation across cultures and cultural influences on effective communication and perceptions
✓ Game-theory approaches to strategic interactions and identification of power asymmetries

METHODS

We have designed an experience-based program for executives. As a result, NEGa relies on methods specifically chosen for this group, including business cases, lectures, discussions with peers and faculty, individual and group work, and plenary discussions.

WHO SHOULD ATTEND

Senior or mid-level executives who wish to gain an additional boost in their negotiation skills. Past participants include division/department heads and vice presidents of large multinational companies who deal with complex negotiation challenges, as well as partners of professional services firms and heads of regional or country units.

INDIVIDUAL AND ORGANIZATIONAL BENEFITS

This program will help participants enhance their conceptual, strategic, and practical understandings of bargaining situations and refine their critical negotiation skills. Participants will gain a fundamental understanding of how to set up winning value-added situations for all parties involved. All ESMT programs are practice-oriented and create new perspectives. Participants profit from the current research being applied in business today.
Dr. Matthew Mulford is a Senior Research Fellow at the London School of Economics, an Adjunct Professor at HEC School of Management in Paris, and a Visiting Faculty at the ESMT, European School of Management and Technology in Berlin. He is formally a founding Dean of the TRIUM Global Executive MBA program. TRIUM is a joint EMBA offered by New York University’s Stern Business School, HEC School of Management in Paris, and the London School of Economics. Prior to his Deanship, Dr. Mulford was a senior lecturer in quantitative methods and negotiation analysis at the London School of Economics. His research interests include the psychology of judgment and decision making in interdependent interactions, negotiation analysis, experimental game theory, and experimental research design.

For more than 20 years Dr. Mulford has worked in corporate executive education. He has designed, directed and/or taught executive training courses in more than 25 countries for a variety of clients, including: Allianz, Bosch, Commercial Bank of Qatar, Deutsche Bank, EADS, Ericsson, Gallup, Indian National Railroad, Linklaters, Lufthansa, MAF-Carrefour, Porsche, Qatar Foundation, Siemens, Standard Chartered Bank, Statoil, Syngenta, Tata, ThyssenKrupp, Total and Volkswagen. In addition to his work in the commercial sector, Dr. Mulford has worked for various governmental agencies. For the UK’s National Audit Office he evaluated the methodology used in value for money studies of various UK Government Ministries, including the Home Office, NHS and Ministry of Defence. He also has delivered training on negotiations for a selection of civil servants in the Home Office of the UK.

Nan Guo (Program Director) is a program director at ESMT Berlin and among other things, in charge of the conception and delivery of ESMT’s executive education programs on negotiations. Before joining ESMT, she has held various manager positions at German companies of different sectors and sizes. She has rich experience in building high-performance multi-cultural teams and preparing organizations for market expansion. Her recent projects include executive education programs on mastering negotiations, market entry and global leadership development delivered for clients from China, Germany, Ireland etc. Her focus is to help executives develop the global perspective, build and lead multicultural teams and succeed in international markets, especially in China.

ESMT means learning differently: from others, from experience, interactively in group exercises. The program 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
KEY FACTS ABOUT ESMT OPEN PROGRAMS

> 900 PARTICIPANTS PER YEAR
35 FACULTY MEMBERS
45 OPEN PROGRAMS OFFERED
> 100 AWARDED POSTGRADUATE DIPLOMAS

TUITION: €3,800*

Tuition fee includes program attendance, all materials (usually in electronic form), any online access and the certificate of attendance. Travel costs and a daily delegate fee are not included.

*Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible. According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

A complementary intensive program that builds on the knowledge and style of this program is The High-Impact Negotiator. A 10 % price reduction in the tuition fee is granted if participants book the basic and intensive programs together.

For general terms and conditions, and details on the application process please go to: execed.esmt.berlin/gtc

CONTACT US

Our admissions team office will be glad to answer any questions you might have regarding this program.

ESMT
European School of Management and Technology GmbH

ESMT Berlin
Schlossplatz 1
10178 Berlin
Germany

programs@esmt.org
+49 30 21231-3130

execed.esmt.berlin/negotiation
execed.esmt.berlin

POSTGRADUATE DIPLOMA IN MANAGEMENT – YOUR RETURN ON INVESTMENT

The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of 18 program days spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

Negotiation Mastery is part of the cluster Core Competencies and counts toward 3 of the 18 days necessary to gain the diploma.

For general terms and conditions, and details on the application process please go to: execed.esmt.berlin/gtc

Join us:

ESMT Berlin is accredited by:

ESMT Berlin is a member of: