Short Focused Program

HIGH-PERFORMANCE NEGOTIATOR

LEADERSHIP AND PEOPLE MANAGEMENT

Barcelona, January 18-20, 2011
From sales contracts and budget crunches to high-profile mergers and acquisitions and project financing, senior managers and business leaders negotiate all the time. Although effective negotiating abilities can be developed, people do little to sharpen their negotiation skills. In fact, research has shown that, despite dedicating much of their professional time to negotiating, managers receive little or no formal training.

High-Performance Negotiator is an ideal opportunity for you to sharpen your expertise at the negotiating table. This three-day program encourages you to carry out a methodical introspection into your negotiation style, assess your strengths and identify potential areas for improvement. It addresses the main tenets of the negotiating process, analyzes the different types of negotiations and provides strategies to resolve negotiation deadlocks.

What steps should you take to prepare for complex negotiations?

How can you turn negotiating skills into a core competence?

How can you negotiate effectively to achieve your objectives?

Why is it so important to learn and improve for future negotiations?

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KEY TAKE-AWAYS

• Gain a deeper understanding of the dynamics of the negotiating process
• Improve your ability to negotiate in collaborative and competitive situations
• Learn how to manage conflict constructively in a variety of situations
• Enhance relationships with suppliers and partners
• Learn how to mitigate conflicts between units or departments within your organization

WHO SHOULD ATTEND

High-Performance Negotiator is designed for professionals whose positions require them to negotiate on a regular basis, such as senior managers, entrepreneurs, functional managers, counselors, managers of family-owned firms, investors and public administration officials.

APPROACH

The program incorporates a number of highly dynamic and interactive teaching methods, including role play, group discussions, class lectures and the case study method, to prepare you to use winning negotiation strategies in a variety of situations.

Widely used in executive education, the case study method is an intense, challenging approach that helps participants hone their analytical skills by analyzing a real business scenario and defending their recommendations against a multitude of equally plausible solutions.

PROGRAM STRUCTURE

Tuesday, January 18

• The Principles of Negotiation: Theory and Implementation in Different Business Contexts
• The Negotiating Process: How to Identify Phases and Avoid Incoherencies
• Cooperative-Competitive Tension: “Coopeting”
• Benefits of Collaborative Negotiations

Wednesday, January 19

• Competitive Tactics: Gaining Ground by Identifying Exaggerated Initial Offers, Delays or Threats of Withdrawal
• Negotiation Deadlocks: Learning How to Break the Blockade
• Team Negotiation: Implications in the Negotiating Process

Thursday, January 20

• Internal Negotiations: Avoiding Conflict and Seeking the Common Good
• Multi-Party Negotiations: How to Manage Complexity and Control the Dynamics of Negotiation
• Personal Improvement Plan

(Content may vary according to program objectives.)
Juan Roure
Academic Director
Professor of Entrepreneurship
Ph.D. in Engineering Management, Stanford University

Juan Roure is a professor of entrepreneurship and a member of IESE’s International Advisory Board. Prof. Roure teaches negotiation, entrepreneurship and private equity in IESE’s MBA and executive-education programs. His current areas of interest include venture capital, intra-entrepreneurship, growth strategies, family venturing, and corporate and family governance.

Prof. Roure leads the Business Angels network, an initiative of IESE’s Center for Entrepreneurship and Family Business which has resulted in the creation of 18 companies since 2005. He has also been actively involved in other entrepreneurship projects, including the Venture Academies for biotech entrepreneurs, the Entrepreneur of the Year award and Europe’s 500 “Entrepreneurs for Growth” Conference.

Prof. Roure is the co-author of The Venture Capital Cycle in Europe and Good Governance in the Family Business, and has published several research studies and other academic material.

Kandarp Mehta
Guest Lecturer
Ph.D. in Management, IESE Business School
Recipient of DRRC Advisory Fellowship from Kellogg School of Management

A collaborator of IESE’s Department of Entrepreneurship since 2009, Kandarp Mehta is specialized in creativity, negotiations and sense-making in organizations. Dr. Mehta has conducted several creativity workshops for corporate executives and management students in Spain and India, where he also lectured at ICFAI Business School before beginning his doctoral studies.

Dr. Mehta earned his doctoral degree in management at IESE Business School. His thesis addressed the process of creativity in the film industry.
LEADERSHIP AND PEOPLE MANAGEMENT

DATES & VENUE
January 18-20, 2011
IESE Business School
Av. Pearson, 21
08034 Barcelona

FEES
Registration Fee:...........€3,100
IESE Members:............€2,790

Fees include:
• Tuition
• Meals and coffee breaks
• Study materials and documentation

HOW TO APPLY
Apply on line at:
www.iese.edu/HPN

Enrollment is limited and registration is taken in strict order of receipt, so early application is encouraged.

CONTACTS
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Please visit our website:
www.iese.edu/SFP

THE LEARNING ENVIRONMENT
IESE Business School provides an integrated learning experience that promotes professional development and fosters meaningful exchange and networking among program participants.

IESE’s Barcelona campus and New York center feature state-of-the-art learning technologies that meet the highest standards for executive education.

SHORT FOCUSED PROGRAMS
High-Performance Negotiator is included in IESE’s portfolio of Short Focused Programs (SFPs), designed for results-oriented managers to address the most relevant business challenges and reflect the latest management advances.

IESE’s SFPs combine innovative learning methods and real-life case studies to help participants meet current and future business challenges.

2010-2011 SFP CALENDAR

Strategic Management
• The Innovation Architect: Creating Breakthrough Companies
  New York City, February 28-March 1, 2011
  Barcelona, March 16-17, 2011
• Getting Things Done
  Barcelona, May 17-20, 2011
• Making Social Responsibility Work: The Cornerstone of Sustainable Business
  Barcelona, July 4-8, 2011
• Global Business: Making the Matrix Work
  New York City, Spring 2011

Leadership and People Management
• Developing Leadership Competencies
  Barcelona, November 9-12, 2010
• High-Performance Negotiator
  Barcelona, January 18-20, 2011
• Develop Your Communication Skills: It’s How You Tell Them!
  Barcelona, March 22-24, 2011
• Create Effective Virtual Teams
  Barcelona, April 6-7, 2011

Operations and ICTs
• Achieving Operational Excellence and Strategic Coherence
  Barcelona, February 22-25, 2011
• Leading Digital Strategies in a Changing Business Landscape
  Barcelona, June 14-17, 2011

Industry Specific
• Advanced Digital Media Strategies
  New York City, November 30-December 2, 2010 and May 24-26, 2011
• Optimizing Your Retail Business: Best-in-Class Operations and Customer Service
  Barcelona, June 1-2, 2011
• Arts and Cultural Management: The Business Side of Leading Cultural Institutions
  New York City, Fall 2011
HIGH-PERFORMANCE NEGOTIATOR IS DESIGNED FOR SENIOR MANAGERS, ENTREPRENEURS AND EXECUTIVES WHOSE POSITIONS REQUIRE THEM TO NEGOTIATE ON A REGULAR BASIS. PARTICIPANTS WILL HONE THEIR SKILLS AT THE NEGOTIATING TABLE THROUGH A SERIES OF HIGHLY DYNAMIC AND INTERACTIVE TEACHING METHODS.