Short Focused Program

HIGH PERFORMANCE NEGOTIATOR

LEADERSHIP AND PEOPLE MANAGEMENT
Barcelona, July, 22-24, 2013
WHY ISE RECOMMENDS THIS PROGRAM

From sales contracts and budget crunches to high-profile mergers and acquisitions and project financing, senior managers dedicate most of their professional time negotiating. However, it is surprising to find that senior managers receive little or no formal training in this vital area, despite the fact that effective negotiation skills can be developed.

This three-day program is an ideal opportunity for you to improve your expertise at the negotiating table. You will carry out a methodical introspection into your negotiation style, assess your strengths and identify potential areas for improvement. You will address the main tenets of the negotiation process and analyze the different types of negotiation, including effective strategies to resolve negotiation deadlocks. Remember that a small improvement in your negotiation style can lead to huge benefits for you and your company.

KEY BENEFITS

• Learn about the principles of negotiation in different business contexts
• Gain a deeper understanding of the dynamics of the negotiation process
• Improve your ability to negotiate in collaborative and competitive situations
• Discover how to manage and mitigate conflicts constructively and overcome negotiation deadlocks
• Develop your Personal Improvement Plan

APPROACH

The program makes use of a number of highly dynamic and interactive teaching methods, including role-play, group discussions, class lectures and the case study method.

WHO SHOULD ATTEND

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.
MONDAY, JULY 22
- The Principles of Negotiation: Theory and Implementation in Different Business Contexts
- The Negotiation Process: How to Identify Phases and Avoid Incoherencies
- Cooperative-Competitive Tension: Benefits of Cooperative Negotiation, Also Known as Coopetition

TUESDAY, JULY 23
- Understand Different Negotiation Styles and Using Them to Your Advantage
- Benefits of Creative and Collaborative Negotiation, Including Entrepreneurial Negotiation
- Negotiation Deadlocks: Learning How to Break the Blockade
- Negotiation Teams: Implications in the Negotiation Process

WEDNESDAY, JULY 24
- Internal Negotiation: Avoiding Conflict and Seeking the Common Good
- Multi-Party Negotiation: How to Manage Complexity and Control the Dynamics of Negotiation
- Framework for a Personal Improvement Plan

The program gave me the opportunity to know what is the proper structure of negotiation and what areas of development I have in this respect.”

Agnieszka Talasiewicz
Partner Ernst & Young
POLAND
FACULTY

Professor of Entrepreneurship, IESE Business School

PhD in Engineering Management, Stanford University. His current areas of interest include venture capital, intra/entrepreneurship, growth, strategies, family venturing and corporate and family governance. Prof. Roure founded and leads the IESE Forum for Private Investors and Family Offices. This initiative has resulted in the founding of over 40 companies of the 400 presented since 2005. He has also been actively involved in other entrepreneurship projects, including the Venture and Growth Academies, the Entrepreneur of the Year Award and Best Deal of the Year Award in collaboration with ASCRI and Deloitte. He is the co-author of The Venture Capital Cycle in Europe and Good Governance in the Family Business, and has published several studies and other academic material.

Guest Lecturer, IESE Business School

PhD from IESE Business School with a thesis that addressed the process of creativity in the film industry, and the recipient of a DRRC advisory fellowship from Kellogg School of Management. He has been with the Entrepreneurship Department at IESE since October 2009. His research has focused on creativity in organizations and negotiation. He has conducted several creativity workshops for corporate executives and management students in India and Spain. Before coming to Spain, he taught Corporate Finance at ICFAI Business School in India.

DATES & VENUE

- Barcelona, July, 22-24, 2013
  IESE BARCELONA
  Arnús i de Garí, 3-7
  08034 Barcelona

- Approximate schedule
  From 08:30 h to 19:00 h

APPLICATION

- Registration Fee: 3,570 €
- IESE Members: 3,213 €
  (VAT exempt)
  Fee includes tuition, study materials and meals.
  Free parking available for participants.
  Payment must be made 3 weeks prior to program attendance.

- On-line application
  www.iese.edu/hpn

- Application deadline
  July 1, 2013
  Places are limited and will be filled in strict order of registration.

CONTACT US

- IESE Barcelona
  Short Focused Programs
  Executive Education
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  E-mail: sfp@iese.edu
2012-2013 SFP CALENDAR

**Strategic Management**
- Driving Change Successfully *(NEW)*
  Barcelona, March 19-22, 2013
- Getting Things Done
  Barcelona, May 21-24, 2013
- Maximize Your Board’s Potential *(NEW)*
  Barcelona, June 4-7, 2013
- Global Business:
  Leading in a Matrix Organization
  New York, December 5-7, 2013

**Leadership and People Management**
- Create Effective Virtual Teams
  Barcelona, March 12-13, 2013
- Develop your Communication Skills: it’s how you tell them!
  Barcelona, May 7-9, 2013
- Managing People Across Cultures
  Barcelona, June 18-20, 2013
- High Performance Negotiator
  Barcelona, July 22-24, 2013
- Developing Leadership Competencies
  Barcelona, November 5-8, 2013

**Finance**
- Finance and Accounting for Non-Financial Managers
  Barcelona, October 7-11, 2013

**Operations and ICTs**
- Business Transformation in the Digital Age *(NEW)*
  Barcelona, March 5-7, 2013
- Convert Business Opportunities Into Manageable Projects *(NEW)*
  Barcelona, April 16-18, 2013

**Industry Specific**
- Optimizing your Retail Business:
  Best-in-class Operations and Customer Service
  Barcelona, July 9-11, 2013
- Advanced Digital Media Strategies:
  Profiting From the Digital Value Chain
  New York City, November 12-14, 2013
- Creating Value in the European Healthcare Market
  Barcelona, November 19-21, 2013

For more information:
www.iese.edu/sfp
“This program really gives you the negotiating framework and, what is really exciting, the exercises that are part of the program, so you not only get the theory you can practice it as well.”

Lars Schwabe
Market Manager
JP Morgan, Germany