

Introduction

The ability to negotiate effectively is a critical competency in both professional and personal spheres. This advanced training course is designed to elevate your negotiation capabilities while providing a deep understanding of structured dispute resolution mechanisms. Whether negotiating contracts, managing team dynamics, or handling client relationships, professionals must be equipped to anticipate, prevent, and resolve conflicts constructively.

With negotiations playing a vital role across business functions—including human resources, procurement, leadership, and operations—this course delivers a comprehensive framework. Participants will explore the full negotiation cycle, learn to diagnose the root causes of conflict, and acquire a robust set of strategies for achieving successful outcomes through structured, principled negotiation.

Who Should Attend

- Managers, supervisors, and team leaders
- Human resource professionals
- Professionals at all organizational levels who engage in decision-making, negotiations, or conflict resolution

Learning Objectives

By the end of this course, participants will be able to:

- Understand each phase of the negotiation process and apply structured approaches
- Emphasize the importance of preparation and objective-setting for successful negotiations
- Achieve collaborative, win-win outcomes during the bargaining process
- Navigate negotiation and conflict situations with professionalism and confidence
- Identify and address the underlying causes of disputes
- Recognize the long-term impacts of unresolved conflict on relationships and performance
- Apply effective dispute resolution strategies beyond surface-level symptoms
- Demonstrate emotional intelligence and awareness in sensitive or high-stakes scenarios

Key Competencies Developed

- Mastery of the four-phase negotiation process: Preparation, Discussion, Proposal, Bargaining & Closure
- Strategic planning and analysis in negotiation contexts
- Application of various negotiation styles and tactics
- High-level communication skills, including interpretation of non-verbal cues

- Confidence in team-based and cross-cultural negotiations
- Expertise in conflict de-escalation and resolution through executive negotiation practices

Course Outline

Unit 1: Fundamentals of Negotiation

- Defining negotiation and its role in professional interactions
- The critical role of dispute resolution in contract management
- Consequences and commercial impact of failed negotiations
- Introduction to BATNA (Best Alternative to a Negotiated Agreement)
- A deep dive into the four-stage negotiation framework:
 - Preparation
 - Discussion
 - Proposal
 - Bargaining & Closure

Unit 2: The Negotiator's Toolbox

- Preparation Phase:
 - Establishing negotiation positions and priorities
 - Identifying entry and exit strategies
 - Conducting research and gathering critical data
 - Defining roles in team negotiations
- Discussion Phase:
 - Creating a productive negotiation atmosphere
 - Building rapport and trust
 - Asking high-impact questions (open, closed, comparative)
- Proposal Phase:
 - Structuring conditional vs. unconditional proposals
 - Maximizing flexibility through degrees of freedom
- Bargaining & Closure:
 - Implementing trading and concession techniques
 - Recording and formalizing agreements

Unit 3: Negotiation Styles, Tactics, and Ploys

- Cultural and global considerations in negotiation contexts
- Identifying common negotiator profiles: Red, Purple, and Blue
- Reading and using body language and non-verbal cues
 - Interpretation of gestures (arms, legs, facial expressions)
 - Understanding spatial dynamics and physical presence
 - The power of silence and how to manage it
- Countering negotiation ploys and power plays effectively

Unit 4: Managing Difficult Negotiations and Building Resilience

- Differentiating between positions and underlying interests
- Using persuasion techniques and collaborative strategies
- Navigating difficult behaviors: “good cop/bad cop,” push/pull dynamics
- Acting as a neutral party or internal mediator
- Approaching team-based negotiations with structure and clarity
- Personal reflection: self-assessment of negotiation style and fitness

Unit 5: Practical Application and Continuous Improvement

- Case studies illustrating complex negotiations and dispute scenarios
- Simulation exercises and role-playing in team settings
- Evaluation of performance metrics and negotiation outcomes
- Best practices: Dos and Don'ts of professional negotiation
- Creating an individualized action plan for ongoing development

Exploring Alternative Dispute Resolution (ADR)

In today's fast-paced business environment, understanding and implementing alternative dispute resolution mechanisms is essential for fostering collaboration, minimizing disruption, and avoiding legal escalation. This course explores the principles and application of various ADR techniques, including mediation, arbitration, and facilitation. These methods offer structured and non-adversarial pathways to resolve conflict, empowering professionals to lead with clarity and strategic intent.

Certification

Upon successful completion, participants will receive an executive certificate in negotiation and conflict management, signifying their readiness to handle complex negotiation environments with expertise and confidence.

