

Program on strategic negotiation

OFFERING
Training on negotiation

- **Negotiation: a strategic competence for the company**

- The characteristic features of a negotiating process
- The role of culture in the negotiation
- Negotiating rationally: the tools of Game Theory
- Psychology in the negotiation: lessons from the Prospect Theory
Les éléments caractéristiques d'un processus de négociation

- **Prepare and conduct a strategic negotiation: Best Practices**

- Choose a negotiating strategy: the Western approach, the Chinese approach
- Mastering the tools of strategic preparation: the contributions of Negotiation schools
- Choose its negotiating tactics: drop zone, blocking points, attachment points, arguments
- Lessons from high-stakes negotiations: Camp David Gatt, Oslo, Durban, social negotiations in Europe in 2009

- **Face the situations of difficult negotiations: effective strategies**

- Optimize its efficacy in negotiation
- Negotiate in case of aggression or manipulation of the other party
- Defuse resistance and conflict management
- Managing the pitfalls of multiple negotiations

Case of strategic negotiation

