EXECUTIVE SUMMARY

There is a science to negotiation. Kellogg teaches the proven approach to achieving measurable results, best practices and strategies to give you a critical edge at the negotiation table regardless of where in the world you are negotiating.

This intensive program provides an immersive, highly interactive experience in which participants engage in hands-on learning in realistic negotiation scenarios. You’ll learn how to effectively develop a negotiation planning document, align a negotiating team, and remain strategically agile in increasingly complex and challenging negotiation situations.

Through a highly interactive and personalized approach, Kellogg faculty equip participants to master the essentials of negotiation and teach them to navigate the complex landscape of deal making in a global environment.

Prior to the program, participants complete an assessment that results in a personalized profile designed to reveal cultural style and approach to negotiation. The profile and course content will raise the participant’s level of self-awareness by revealing negotiation strengths and potential growth areas, and position them to be a powerful presence at the negotiation table.

Participants will master proven strategies through a rigorous set of tactical challenges and will learn to negotiate one-on-one and team-on-team, bridge cultural divides, understand how to approach from positions of high and low power, and win against tight deadlines and outside pressure.

“High Performance Negotiation Skills is one of the best courses I’ve ever taken. It gave me real tools to perform negotiations more effectively and leave the negotiation table, without leaving a lot of value on the table. I would recommend this course to any executive who needs to do any type of negotiations.”

Group Chief, U.S. Government

KEY BENEFITS

• Improve your negotiation skills through challenging simulations and constructive feedback
• Master preparing systematically for negotiations
• Structure value-creating deals that involve multiple, complex issues
• Adapt in a dynamic negotiation environment
• Adjust your negotiation strategy to the demands of a global environment
• Learn to develop a strategy and negotiate through a crisis
• Practice negotiating solo, as part of a team, as an agent, and in a multi-party context
• Receive books written by faculty members, personalized reports and wallet-cards

WHO SHOULD ATTEND

• Seasoned professionals who want to improve their negotiation performance and outcomes and address people problems
• Sales and marketing managers, merger and acquisition professionals, entrepreneurs, purchasing managers, and human resource professionals
• Government administrators and administrators of not-for-profit organizations
• Managers coordinating across functions, businesses or cultures
• Family businesses
• Team leaders

Please note: Early registration is encouraged; this perennially popular program fills quickly.
High Performance Negotiation Skills
Maximize Your Outcome with Proven Strategies

PROGRAM CONTENT HIGHLIGHTS

Building a Negotiation Strategy
- Craft win-win deals
- Develop a planning document
- Plan and implement a negotiation strategy
- Leverage BATNAs, reservation bottom lines and targets
- Optimize opening offers
- Participate in deal-making simulations

Recognizing Agents and Ethics
- Learn when to use agents
- Align incentives for agents
- Manage agents’ ethics
- Detect and confront lying

Negotiating Globally
- Adjust to cultural differences in negotiators’ interests and strategies
- Communicate and confront directly and indirectly

Strategizing for Complex Business Deals
- Plan for multi-party and multi-issue negotiations
- Negotiate for mutual and individual gains
- Reveal or conceal
- Optimize negotiation team
- Evaluate and build trust across parties
- Maintain and enhance your reputation
- Value ethics
- Sharpen nonverbal communication skills
- Learn strategies for acquiring key information

Commanding Crisis Negotiation
- Understand rapidly changing environments
- Anticipate and learn to avoid potential threats
- Navigate the multifaceted crisis situations
- Recognize motivations and strategic concerns of partners
- Anticipate ethical dimensions of the situation

THE FACULTY

Leigh Thompson
Academic Director; J. Jay Gerber Professor of Dispute Resolution and Organizations; Director, Kellogg Team and Group Research Center (KTAG)

Jeanne Brett
DeWitt W. Buchanan, Jr. Professor of Dispute Resolution and Organizations; Director, Dispute Resolution Research Center

Tim Feddersen
Wendell Hobbs Professor of Managerial Politics; Professor of Managerial Economics & Decision Sciences

Please note: Faculty is subject to change.

Faculty members for this program have earned the global respect of practitioners and academics alike. They are researchers and thought leaders who continue to define their discipline, prolific authors of books and scholarly articles, in-demand consultants and highly engaging and effective teachers.

SPECIAL FEATURE
PRE- AND POST-PROGRAM ENHANCEMENTS
- Pre-program: Web surveys with personalized cultural reports
- Faculty-authored books
- Wallet card
- Six live simulations of negotiation scenarios
- Post-program: Videos and templates you can use with your team and in your organization to enhance negotiation effectiveness

ACCOMMODATIONS
This program is held at the James L. Allen Center and includes onsite lodging, all meals, coffee breaks and snacks. Participants also enjoy access to a fitness center and lakeshore walking paths.

NEXT STEPS
Learn more and apply
kell.gg/kxnegotiate
Consult with an Executive Development Advisor
exced@kellogg.northwestern.edu
847.467.6018
## High Performance Negotiation Skills

Jeanne Brett, Academic Director  
Leigh Thompson, Academic Director

<table>
<thead>
<tr>
<th>Day</th>
<th>Morning Session(s)</th>
<th>Lunch</th>
<th>Afternoon Session(s)</th>
<th>Dinner</th>
<th>Evening Session</th>
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</thead>
</table>
| 1    | Team Dynamics in Multi-Issue, Multi-Culture Negotiations Brett |       | Program Introduction  
Thompson |       | Power and Information in Negotiations:  
Prepare, Negotiate & Debrief  
Thompson |
| 2    | Dispute Resolution in Negotiations  
Team Meeting  
Negotiate: Viking Case Study Brett |       | Negotiating With Agents  
Negotiate: Case Study  
Debrief: Case Study Thompson |       | SPARK Series (Optional) |
| 3    | Multi-Party, Multi-Issue, Multi-Culture Negotiation  
Strategy Web Survey  
Negotiate: Case Study Brett |       | Internal and External Negotiations  
Negotiate: Case Study  
Debrief: Case Study Thompson |       | Multi-Party, Multi-Issue, Multi-Culture Negotiation Intro and Prepare: Case Study Brett |
| 4    | Culture and Negotiation Culture and Negotiation  
Strategy Web Survey  
Negotiate: Case Study Brett |       | Wrap-Up  
Adjournment Brett |       |                 |