

# High-Performance Negotiation Skills

**Maximize your outcome with proven strategies**

**Live virtual**

**Feb. 10-14, 2025**

**\$5,850\***

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.

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## 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 multiparty context
- Receive books written by faculty members, personalized reports and wallet cards

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## 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 nonprofit organizations
- Managers coordinating across functions, businesses or cultures
- Family businesses
- Team leaders

*Please note: Early registration is encouraged; this perennially popular program fills quickly.*

**Learn more and apply: [kell.gg/kxnegotiate](https://kell.gg/kxnegotiate)**

\*Dates and program fees are subject to change.

## Program content

### Building a negotiation strategy

- Craft win-win deals
- Develop a strategic planning document
- Plan and implement a negotiation strategy
- Leverage BATNAs, reservation points and targets
- Optimize when and how to make opening offers

### Strategizing for complex business deals

- Negotiate for mutual and individual gains
- Learn what to reveal and conceal
- Build trust
- Maintain and enhance your reputation
- Refine ethical standards
- Sharpen nonverbal communication skills

### Multiple parties and agents

- Plan for multiparty, multi-issue negotiation
- Optimize your negotiation team
- Build and leverage coalitions
- Learn how to work with agents effectively

### Negotiating globally

- Adjust to cultural differences at the global bargaining table

### Commanding crisis negotiation

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

### \* Special feature \*

#### Pre- and post-program enhancements

- Pre-program: Web surveys with personalized cultural reports
- Faculty-authored books
- Wallet card
- Post-program: Videos and templates you can use with your team and in your organization to enhance negotiation effectiveness

## The faculty

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.

### Leigh Thompson

Academic Director; J. Jay Gerber Professor of Dispute Resolution & Organizations; Professor of Management & Organizations; Director of Kellogg Team and Group Research Center

### Jeanne Brett

Professor Emerita of Management & Operations

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Professor of Management & Organizations

*Please note:  
Faculty is subject to change.*



### Your learning experience

Whether you choose to join us in-person or in a live virtual format, you'll be immersed in a rich learning environment that fosters personal growth. You'll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

Learn more and apply:  
**[kell.gg/kxnegotiate](https://kell.gg/kxnegotiate)**

Consult with an Advisor:  
**[execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu) 847.467.6018**