

# Negotiating in a Virtual World

## Mastering High Performance Skills

September 22 –  
November 16, 2021  
\$1,350\*

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 interactive experience in which participants engage 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.

In this action-based 8-week blended learning program, you will engage in real-life negotiation simulations. Each week, you and your negotiating teams will be able to see how you performed as you receive meaningful and specific feedback on your negotiation results compared against fellow program participants. Through this highly interactive approach, Kellogg's premier faculty and teaching staff will equip you to navigate the complex landscape of deal-making in a global and digital environment. Most participants can expect to dedicate 3–4 hours per week to their learning experience.

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. This program was designed to be an overview of negotiation best practices and is useful to both beginners and experienced negotiators. There are no prerequisites to this program.

**“Leigh Thompson’s negotiation program 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 exercises
- Receive constructive, benchmarked feedback through customized videos
- Practice negotiating using various communication technology
- Structure value-creating deals that involve multiple, complex issues
- Expand your negotiation best practices to leverage global environments
- Practice negotiating solo, as part of a team and in multi-party contexts

### Who Should Attend

- Professionals looking to improve their negotiation performance and outcomes
- 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

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

\*Dates and program fees are subject to change.

## Program Content

### Module 1: Building a Negotiation Strategy

- Optimize opening offers
- Participate in deal-making simulations
- Leverage BATNAs, reservation bottom lines and targets

### Module 2: Strategizing for Complex Deals

- Explore a complex negotiation scenario
- Multi-issue, high-stakes negotiation
- Learn to reveal or conceal
- Optimize negotiation team
- Evaluate and build trust across parties
- Learn strategies for acquiring key information

### Module 3: Dispute Resolution

- Focus on disputes and contentious negotiations
- Navigate emotionally-charged situations
- Learn to de-escalate conflict
- Plan for multi-party and multi-issue negotiations
- Negotiate for mutual and individual gains
- Maintain and enhance your reputation

### Module 4: Recognizing Agents and Ethics

- Learn when to use agents
- Align incentives for agents
- Manage agents' ethics
- Sharpen your value ethics
- Develop a planning document

### Module 5: Negotiating Globally

- Negotiate a complex multi-cultural scenario
- Adjust to cultural differences in negotiators' interests and strategies
- Communicate and confront directly and indirectly
- Plan and implement a negotiation strategy
- Communicate and confront directly and indirectly
- Sharpen nonverbal communication skills
- Craft win-win deals

*\*This program is registered with the National Association of State Boards of Accountancy and is recommended for 8.5 CPE credits.*

## The Faculty

Leigh Thompson has earned the global respect of practitioners and academics alike. She is a researcher and thought leader who continues to define her discipline, a prolific author of books and scholarly articles, an in-demand consultant, and a highly engaging and effective teacher.

### Leigh Thompson

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



### The Kellogg Experience — Online

We have taken special care to ensure that the collaborative, interactive experience you expect from Kellogg carries through to our online programs. Explore our current program offerings and experience this highly flexible and convenient program format.

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

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