Negotiating for Value

In the absence of a *well-designed* negotiation strategy that informs how principled, value maximizing agreements should be approached, organizations often unwittingly engage in deals that should not be pursued, miss out on deals that should be pursued, and exacerbate negative counterpart behaviour.

Today, it is accepted that successful negotiation relies on an identifiable set of determinants that need to be present in the correct sequence. Consequently, there is an ever-increasing emphasis on negotiation training to empower managers and leaders to optimally employ tried and tested negotiation insights when embarking on formal and informal negotiations in every day personal and business endeavours. Organisations are increasingly discovering that the ability to negotiate well is an essential skill that every employee should possess if they are to optimize their market strategy and not unwittingly squander value.

Negotiations are not peripheral to an organisation’s success and should not depend on personal judgement or ‘gut feelings’ on the part of those negotiating. To craft mutually beneficial agreements that unlock the optimal value to be realized, and ensure successful implementation, it is essential that organizations afford negotiation the same emphasis that they afford other key business processes. This course puts negotiation skills at the heart of business strategy and organizational culture.

“... There are very few courses where you get more than what you expected in terms of learning and exposure. This course is definitely one of them. It is simply an essential skill that all involved in any form of negotiation should possess.”

Shahied Daniels, Chief Executive of the SA Institute of Professional accountants

### Taught Modules

**FOUR DAY MODULE**
Participants are immersed in interactive capability, competence and confidence building presentations that:

1. are premised on the strategic, behavioural and cultural determinants of principled negotiation

2. afford them numerous opportunities to plan together and negotiate bi-lateral and multi-lateral cases

### Applications Welcome From

Managers and leaders in small, medium and large organizations

Sales or procurement executives,

Entrepreneurs wishing to gain venture funding and/or to establish new business initiatives

Individuals seeking to optimize the value generated by their various personal and vocational endeavours
Who should do this course:
The course is focused on participants that are involved in managing and leading organizations. This includes; Chief Executives, Senior and Middle Managers, Sales Executives, Buyers and Independent Businessmen seeking to access capital or enter local and international markets, Entrepreneurs and Legal practitioners.

What does the course cover:
During this four-day course, participants are immersed in interactive presentations, which focus on establishing the corner posts of principled, integrative and value maximizing negotiation. Throughout the course due attention is devoted to strategic, behavioural and cultural variables.

The course has a strong emphasis on crafting mutually beneficial, non-manipulative and sustainable deals that are premised on universal principles of human behaviour, cross cultural imperatives, creativity and innovation.

“Let us never negotiate out of fear, but let us never fear to negotiate.”
John F Kennedy

Faculty:
Prof David Venter has more than 30 years of hands-on experience in teaching negotiation in Africa, Europe and Asia, and in consulting to national and multinational companies. His work in the corporate sector has been focused on establishing negotiation capabilities and competencies at both individual and organizational level. In addition to practicing psychology for 15 years, he spent 10 years during the South African transition from apartheid to democracy, serving in the Mandela administration as Director-General of Communication. David has taught negotiation to MBAs in Belgium, the Netherlands, Russia, China, and in Africa. For the past five years he has also taught a highly ranked course for Trinity MBAs. Prof Venter is highly recognized internationally as a foremost authority on principled, value maximizing negotiation.

Benefits
Companies and participants have consistently highlighted the benefits that they derive from a course that is anchored in the wide-ranging experience of an experienced mentor that has taught and consulted to public and private sector organisations around the world. Participants have stressed the tremendous value derived from insights into human behaviour, cross-cultural imperatives, creativity and innovation. To ensure that participants internalize their newfound knowledge and insights, the programme affords them numerous opportunities to work, plan and negotiate together to successfully create bi-lateral and multi-lateral agreements. This is facilitated by virtue of structured planning templates that promote principled, value maximizing negotiation, which in turn lay the foundation for enduring and sustainable relationships.

“I recently used your structured negotiation template to prepare for a negotiation with a public sector client. I am able to report that this session was successful for both parties. Due to the groundwork I did, I was thoroughly prepared and was able to conduct the negotiation with much more confidence. By properly framing the session, focusing on common interests, and making an early unilateral concession provided a strong sense of reciprocity, motivating the client to make a number of counter-concessions.

My experience during this negotiation has absolutely convinced me of the value of this approach.

Based on my newly gained knowledge and recent practice, I am now far less apprehensive about upcoming negotiations and frankly, I am looking forward to it. ”

Jantes Prinsloo,
Technical Director and Design Engineer, Aurecon

What participants say:
“Thank you for the invaluable support, input and guidance throughout the course. Your passion for the subject is contagious and I have been greatly privileged to share the journey. Thank you for introducing me to the world of value creating negotiation and for sharing your endless knowledge.”

Tiaan Smit,
Practicing Attourney

“Being in your course was a life changing experience that empowered me to successfully aspire to greater heights in my personal and vocational life”

Olga Ganyushkina,
SAP Moscow, Russia

Fees
Course fees are €2,000

Apply
Applications are currently open for the 2020 course, which will run over 6 half days in September.
www.tcd.ie/business/executive-education/
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