



Negotiating for Value

Overview

In the absence of a well-designed negotiation strategy that guides how principled, value-maximising agreements should be approached, organisations often engage in deals that should not be pursued, fail to secure opportunities that should be progressed, and unnecessarily escalate conflict or negative counterpart behaviour.

It is now widely accepted that effective negotiation is underpinned by a coherent set of principles which, when applied in the appropriate sequence, enable leaders to prepare and negotiate more effectively. As a result, there is increasing emphasis on negotiation development that equips leaders and managers to draw on proven negotiation frameworks, behavioural insight and emerging tools, including the use of AI to support preparation, analysis and decision-making in both formal and informal negotiations.

Organisations are increasingly recognising negotiation as a core leadership skill and a critical mechanism for resolving conflict constructively. Negotiation is not peripheral to organisational success and should not depend on personal judgement, intuition or 'gut feeling', particularly in complex or high-stakes contexts.

It is therefore essential that organisations afford negotiation the same strategic importance as other key leadership and business processes. This programme places negotiation capability at the centre of leadership practice, organisational culture and effective conflict resolution.

Benefits

- **Developing your effectiveness and confidence as a negotiator through expert-led learning informed by extensive public and private sector experience, whether you are new to negotiation or looking to refine existing practice.**
- **Gaining insight into human behaviour, cross-cultural imperatives, creativity and innovation, and how these shape negotiation outcomes.**
- **Opportunities to work, plan and negotiate together to successfully create bilateral and multilateral agreements.**

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, Entrepreneurs, Legal Practitioners and HR Professionals.

Applications Welcome from:

- Managers and leaders in small, medium and large organisations.
- Sales or procurement executives.
- Entrepreneurs seeking to secure investment and develop new business initiatives.
- Individuals seeking to hone, refresh or advance their negotiation skills to create better outcomes and greater value in their professional and personal negotiations.

What does the course cover

During this course, participants are immersed in interactive presentations and negotiation simulations, focusing on establishing the core foundations of principled, integrative and value-maximising negotiation.

Throughout the course, participants engage with strategic, behavioural and cultural variables that shape negotiation outcomes. There is a strong emphasis on crafting mutually beneficial, non-manipulative and sustainable agreements, grounded in universal principles of human behaviour, cross-cultural imperatives, creativity and innovation.

Modules

- *Understanding individual negotiation and conflict styles and their impact on behaviour and outcomes.*
- *Establishing the core principles of integrative, value-maximising negotiation through a bilateral buy-sell simulation.*
- *Understanding the key risks, assumptions and constraints that need to be managed when negotiating.*
- *Structured negotiation preparation using practical planning tools and templates to support effective decision-making.*
- *Preparing for and conducting a bilateral negotiation, followed by a structured debrief and reflection.*
- *Exploring distributive and integrative approaches to negotiation and creating conditions that support collaborative, value-creating outcomes.*
- *Dealing effectively with difficult parties, heightened emotions and challenging dynamics in negotiation contexts.*
- *Negotiation strategies, tactics and common ploys, including how to recognise and respond to them.*
- *Building rapport and trust across cultural and organisational boundaries.*
- *Using AI-enabled tools to support negotiation preparation, analysis and option development.*
- *Preparing for and negotiating a complex negotiation involving multiple issues and stakeholders, followed by a debrief.*
- *Influence and persuasion in negotiation, drawing on established principles of influence and behavioural psychology.*

Faculty



Enda Young

Adjunct Teaching Fellow, Trinity Business School

Enda Young has more than 25 years' experience as a negotiation, leadership, mediation and conflict resolution practitioner, working with leaders and organisations to navigate complex negotiations and high-stakes conflict. His work focuses on building negotiation capability, strengthening conflict competence, and supporting leaders through challenging interpersonal and organisational dynamics.

Enda is Founder and CEO of the Centre for Negotiation and Leadership, an Adjunct Teaching Fellow and Programme Director at Trinity Business School. Enda holds an MA in Theory, Culture and Identity and a BEng in Mechanical Engineering from Queen's University Belfast. He has completed advanced training at the Program on Negotiation at Harvard University and the Rotary Peace Fellowship Programme at Chulalongkorn University, Bangkok. He is a certified mediator with the International Mediation Institute and the Mediators' Institute of Ireland and an accredited executive coach with the Academy of Executive Coaching and the International Coaching Federation.



What participants say

"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."

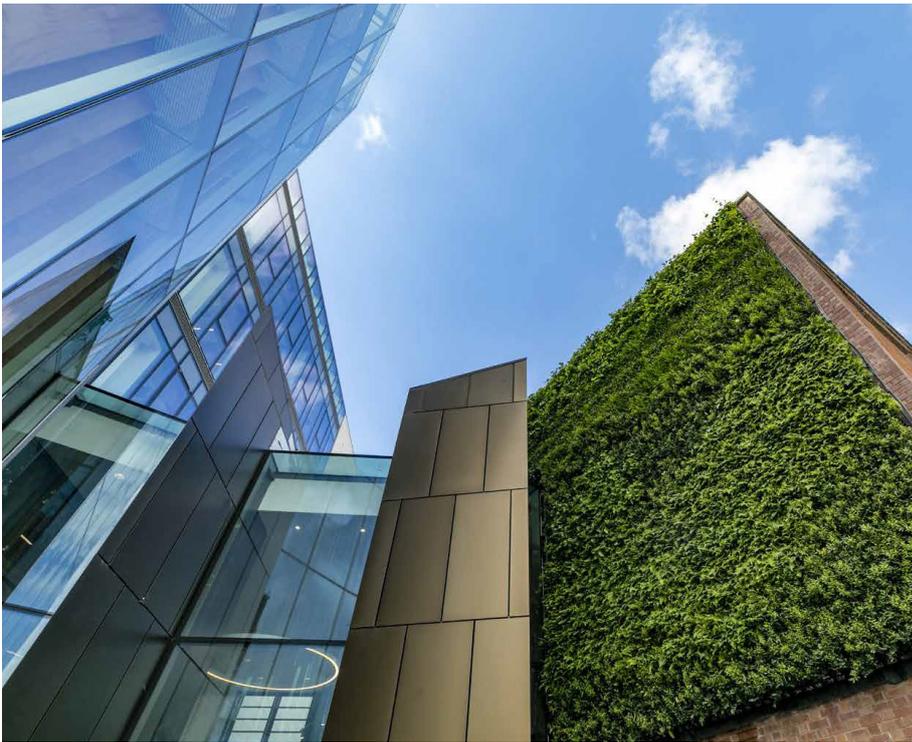
Shahied Daniels, Chief Executive of the SA Institute of Professional accountants

"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 Attorney

"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



About Trinity Executive Education

Trinity Executive Education equips professionals with the tools, insights, and confidence to lead effectively in today's complex and fast-moving business environment. These programmes combine academic excellence with practical relevance, supporting individuals and organisations in driving meaningful change.

Our offerings include:

Open Programmes: Intensive, focused courses that address current challenges in areas such as strategy, leadership, and innovation. These are ideal for professionals seeking to refresh their skills, gain new perspectives, and connect with a network of peers.

Custom Programmes: Designed in partnership with organisations, these bespoke solutions address specific development goals. Each programme is co-created to reflect the client's context, priorities, and ambitions, ensuring maximum relevance and impact. Trinity's Custom Programmes are ranked #1 in Ireland and placing us within the Top 15 in Europe.

Over the years, Trinity Executive Education has enabled thousands of business executives to make long-term impact in their organisations. Our courses have helped them hone their leadership, negotiation, and people management skills, as well as strengthen their knowledge in finance, strategy, marketing, communication, and big data. Opportunities for collaboration with international groups of peers have also enriched their learning experience, giving them the additional benefit of expanding their professional network.

How to Apply

Visit www.tcd.ie/business/executiveeducation/ for more information and to apply for this programme.

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