

## FUNDAMENTALS OF NEGOTIATION

1



### UNDERSTANDING THE ROLE OF NEGOTIATION IN BUSINESS GROWTH

- Welcome
- Getting started
- Demystifying negotiation (Exercise 1)
- Challenging preconceptions about negotiation
- What is your bargaining style? (Exercise 2)
- How do different bargaining styles interact?
- Reflecting on bargaining styles

2



### PRACTICAL PREPARATION FOR NEGOTIATION

- Preparing for negotiation
- The importance of practical preparation
- Defining interests and positions
- Goals, expectations, and bottom line
- Using data to support your objectives
- Setting your goals, expectations, and bottom line (Exercise 3)
- Identifying leverage for your negotiation
- Creating your Negotiation Preparation Plan (Exercise 4)
- Reflecting on your preparation

3



### PSYCHOLOGICAL PREPARATION FOR NEGOTIATION

- Using emotional intelligence in negotiation
- Being present and engaged with others
- Removing distractions

4



### EFFECTIVE NEGOTIATION IN PRACTICE

- Applying your preparation to a negotiation scenario
- Identifying the Zone of Possible Agreement
- Effective listening
- Evaluating your own listening
- Shifting leverage
- Negotiating in different contexts
- Developing your negotiation skills through practice (Exercise 5)
- Reflecting on your negotiation

5



## NEXT STEPS

- Recording your progress
- End of course assessment
- Congratulations
- Progressing further in *10,000 Women*