ETS FORMATION

Training Plan

Training: Negotiation II: Principled Negotiation
Duration: 2 days
Trainer: To be determined based on availability

Training Description

Negotiate differently by applying the principles of interest-based negotiation to avoid the usual, predictable, and often confrontational or aggressive tactics.

Learn how to negotiate agreements where nothing is predetermined by adopting a win-win approach, focusing on mutual interests, creative solutions, and sustainable outcomes. This practical training equips participants with tools and techniques to build constructive relationships, manage differences effectively, and achieve better results through collaborative negotiation.

Learning Objectives

By the end of the training, you will be able to:

- Practice principled negotiation using the four principles
- Go from positional negotiation to principled negotiation
- Identify and manage difficulties associated with principled negotiation

Content

Introduction

- Quiz: How Do You Negotiate?
- Principled Negotiation Principles
- Principled Negotiation Process
- When to Use Principled Negotiation

Module 1: Negotiating on substance, not on people

- Quiz: An Opponent at the End of His Rope!
- 3 Aspects to Manage
- Managing Communications
- Managing Emotions
- Managing Perceptions
- Managing Cognitive Biases
- Integration Exercise: Mirroring and Labeling

Module 2: Negotiating on interests, not on positions

- Quiz: That Much!

- Positional Negotiation
- 3 Types of Interest
- Case Study: Break Time!
- Case Study: This Week's Flyer Promotion!
- Case Study: Another Rent Increase!
- Case Study: Land For Sale!
- Techniques to negotiate on interests
- Simulation Exercise: Oil Price Per Barrel

Module 3: Negotiating to create value

- Quiz: Uncomfortable Meeting!
- Seeking Mutual Gain
- Obstacles to Value Creation
- Involving Your Counterpart
- Creating Mutually Beneficial Agreements
- Simulation Exercise: Negotiated Art!

Module 4: Utilizing objective criteria

- Quiz: The Threat!
- Importance of Objective Criteria
- Doing Better Than Your BATNA or WATNA
- Saving Your Negotiation
- Simulation Exercise: Ads For Sale!

Conclusion – Summary of Interest-Based Negotiation

Methodology

Several learning methods are used throughout the training to assess your progress and help you integrate the concepts:

- Teamwork
- Individual activities
- Group discussions
- Case studies
- Games
- Simulations

Presentations and discussions: 25%, Self-assessment questionnaires: 5%, Small-group exercises: 10%, Case studies: 20%, Simulation: 40%

Target audience

Managers and professionals with experience in traditional negotiation techniques.