



# Syllabus

## PER-609: Negotiating II: Principled Negotiation

Duration: 2 days

Trainer: Stéphan Lavigne or Richard Juneau

### TRAINING DESCRIPTION

Negotiating differently according to principled negotiation principles to avoid confrontational or aggressive, usual, and predictable tactics.

Negotiating agreements where nothing is decided in advance by adopting a "win-win" perspective.

### LEARNING OBJECTIVES

By the end of this training, participants will be able to:

- Develop the necessary skills to negotiate principled agreements (win-win).
- Recognizing pitfalls that can occur in this type of negotiation.

More specifically:

- Practicing principled negotiation through 4 principles.
- Going from positional negotiation to principled negotiation.
- Identifying and dealing with difficulties associated with principled negotiation.

### METHODOLOGY

Several learning methods and teaching tools that allow to measure progress and concepts integration by participants are used throughout the training.

- Presentation
- Demonstration
- Teamwork
- Individual work
- Group discussion
- Case study
- Role play
- Simulation

Presentations and exchanges (25%), self-assessment questionnaires (5%), exercise in subgroups (10%), case study (20%), simulation (40%)

## CONTENT

### INTRODUCTION

- Principles of principled negotiation
- Process of principled negotiation
- Test: How do you negotiate?
- Exercise: Negotiated Art!

### BASIS OF PRINCIPLED NEGOTIATION

- Evolution of negotiation
- Zones of negotiation
- Limits of positional negotiation
- When to use a principled negotiation approach
- Origin of principled negotiation
- Simulation exercise: Fleas to sell!
- Exercise: How to adopt a principled strategy?

### PRINCIPLE #1: NEGOTIATING ON THE CONTENT, NOT ON PEOPLE

- Dealing with people and content separately
- Perceptual phenomenon
- Identifying the other party's perceptions
- Managing perceptions
- Managing emotions
- Managing communication
- Practicing active listening
- Using empathetic sentences
- Establishing a good relational strategy
- Simulation exercise: Price of oil barrel

### PRINCIPLE #2: NEGOTIATING ON INTERESTS, AND NOT ON POSITIONS

- 3 types of interest
- Case study: Break Time!
- Case study: Always cheaper at the neighbor's house!
- Case study: When one gets richer, the other gets poorer!
- Case study: Each year, it is more expensive!
- Case study: How much for your business?
- How to identify interests
- How to communicate your interests

### PRINCIPLE #3: NEGOTIATING TO CREATE VALUE

- Inventing mutual gains options
- Obstacles to creativity in negotiation
- How to invent options
- Case study: Break Time!
- Case study: Always cheaper at the neighbor's house!
- Case study: When one gets richer, the other gets poorer!



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- Case study: Each year, it is more expensive!
- Case study: How much for your business?

## PRINCIPLE #4: RESORTING TO OBJECTIVE CRITERIA

- Examples
- Different forms of objective criteria
- How to negotiate with objective criteria
- Simulation exercise: Harborco

## CONCLUSION – SYNTHESIS OF PRINCIPLED NEGOTIATION

### TARGET AUDIENCE

Managers and professionals that have experience with usual negotiation techniques.

### OTHER INFORMATION