

PROGRAMME

WEDNESDAY | 13 MARCH

09.00 - 09.15	Course introduction Course Team
09:15 - 10.15	Introduction to negotiations This session introduces the concept of principled negotiation. This approach to negotiation focuses on the interests of the parties and aims at achieving “win-win” deals. The session provides guidelines on how to prepare negotiations and different approaches to create value in negotiations. Bernard Denis
10.15 - 10.45	First negotiation role play This negotiation role-play is a four-parties negotiation. It is designed to challenge parties to negotiate to get to a (preferred) win-win type of deal for all parties. However, there are elements in the scenario that could spark them to enter into conflicts. Sharing information is key. Round #1- Preparation Course Team
10.45 - 11.15	Coffee Break
11.15 - 12.30	First negotiation role play Round #1- Negotiation Course Team
12.30 - 13.30	Lunch
13.30 - 15.15	First negotiation role play (cont.) Round #2- Preparation (13.30 - 14.00) Round #2- Negotiation (14.00 - 14.45) Round #3- Preparation (14.45 - 15.15) Course Team
15.15 - 15.45	Coffee Break



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| 15.45 - 16.45 | First negotiation role play (cont.)
Round #3- Negotiation
Course Team |
| 16.45 - 17.15 | First negotiation role play debriefing
Discussions on what were the interests of the parties. How did the participants share the information and what impact this information sharing had on the negotiation results? What mediation was required? What did we learn from multi-party negotiations? Q&A.
Course Team |
| 17.15 - 17.30 | Introduction to the second negotiation role play
Introduction to the case and distribution of the confidential information.
Bernard Denis |
| 19.00 | Networking Dinner |

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THURSDAY | 14 MARCH

08.30 - 09.15	<p>The negotiator's dilemma</p> <p>Real live negotiations necessarily include both cooperative and competitive elements. Negotiators face a dilemma in deciding when to pursue a cooperative and a competitive strategy. The session explores the tension between value-creating and competitive value-claiming strategies.</p> <p>Bernard Denis</p>
09.15 - 10.15	<p>Second negotiation role play</p> <p>The negotiation simulation is a two-party, multi issues negotiation in which participants are scored both on their performance in negotiating the substantive issues and on the quality of the established relationship.</p> <p>#Clarifying the issues (09.15- 09.45) #Preparation (09.45 - 10.15)</p> <p>Course Team</p>
10.15 - 10.45	Coffee Break
10.45 - 13.00	<p>Second negotiation role play (cont.)</p> <p>#Negotiation (10.45 - 12.45) #Collecting the results (12.45 - 13.00)</p> <p>Course Team</p>
13.00 - 14.00	Lunch
14.00 - 14.45	<p>Reading body language</p> <p>Your body is saying a lot about you. The goal of this session is to make people aware of what their body tells the other party and give an introduction on how to observe the other party in a negotiation and determine the meaning of nonverbal clues in this setting. Elements of body language reading will be illustrated using scenes recorded during the second simulation.</p> <p>Tom Flanagan</p>



THURSDAY | 14 MARCH

14.45 - 15.30

Second negotiation play debriefing

Presentation of the results and scores of the role-play. Explanation of the norm of reciprocation. Identification of the negotiation styles of the participants.

[Course Team](#)

15.30 - 16.00

Coffee Break

16.00 - 17.30

Power in negotiation

There are different sources of power in negotiations. Having a strong BATNA can boost your power at the negotiation table. The mastery over the substance is also very important. Time may play for or against one party, but at the end the negotiation game is essentially about perception.

This session first discusses the different elements of power in negotiation with a focus on how to identify your BATNA and what is the impact of time.

The second part describes the techniques and dirty tricks that are used to shape perception and the associated psychological biases.

The third part describes how these techniques and tricks are used or can be used in the framework of technology transfer contracts and negotiations.

[Course Team](#)

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FRIDAY | 15 MARCH

08.30 - 09.15	3D negotiations, moves beyond the negotiation table In addition to unlock value and using tactics at the negotiation table, negotiators need to master the third dimension of negotiation that is “setting the table” by arranging the most promising negotiation situation and remove barriers to an agreement. Bernard Denis
09.15 - 10.30	Unblocking negotiation- Case Study Identifying the barriers to an agreement is a key negotiation skill. The case study describes a blocked negotiation. The participants have to identify possible ways to unblock the negotiation. Tom Flanagan
10.30 - 11.00	Coffee Break
11.00 - 12.30	Negotiation challenges you are facing : Wrap-Up This session is devoted to the discussion of practical negotiation challenges or blockages faced by the participants. Course Team
12.30 - 13.30	Lunch
	Course Ends