



Strategic Negotiation

Negotiate two steps ahead.

We negotiate every day – with employers, coworkers, employees, clients, and others. Although negotiations are ubiquitous, many of us know little about the strategy and psychology underlying them, nor do we feel particularly comfortable negotiating. This seminar will provide participants with the foundational skills and knowledge needed to negotiate effectively. Through a set of interactive, increasingly-complex negotiation exercises participants will hone their negotiation skills, learn about their negotiation style, and develop a systematic approach for approaching a variety of negotiation situations. They will learn to cope with win-lose situations but also transform them into win-win opportunities. Most importantly, participants will leave with the ability to achieve their goals through strategic negotiation.



Any professional that is looking to improve their negotiation skills and influence others. Professionals from the functions below (but not limited to) can benefit from taking the program: sales and marketing, planning and development, strategic partnerships, supply-chain agreements, recruitment and human resources.

FACULTY

Brian Gunia, PhD
Associate Professor, Carey Business School

Brian Gunia joined the Johns Hopkins Carey Business School in 2011. He is an Associate Professor in the research track. Brian studies three ways that people commonly jeopardize their careers: by acting unethically, negotiating ineffectively, and sleeping insufficiently. Instead of focusing on self-defeating choices themselves, however, he focuses on simple, theoretically-motivated measures that might enable individuals to act more ethically, negotiate more effectively, and sleep longer or better. Brian is the author of a negotiation blog called Life's Negotiable and a negotiation book called The Bartering Mindset. Brian founded the Johns Hopkins Business in Government (BIG) Initiative, and he currently serves as Academic Program Director for the full-time MBA program.



\$3,800 for the 3-day course

20% discount to JHU and JHHS employees \$3,040

JHU employees may use tuition remission for the seminar



Locations may vary

Strategic Negotiation

Course Agenda

DAY 1

8:30AM-9:00AM

REGISTRATION

9:00AM-12:00PM

(Including a Coffee Break)

MORNING SESSION

- Introduction to win-loss negotiation and building blocks
 - Learn to think about negotiation and develop strategies for claiming value
 - Case

12:00PM-1:00PM

LUNCH AND AFTERNOON PREPARATION

1:00PM-4:00PM

(Including a Coffee Break)

AFTERNOON SESSION

- Introduction to strategic win-win negotiation
 - Expand your thinking about negotiation and develop strategies to create value
 - Case

DAY 2

8:30AM-9:00AM

REGISTRATION

9:00AM-12:00PM

(Including a Coffee Break)

MORNING SESSION

- Intermediate win-win negotiation
 - Learn intermediate strategies to create value in multi-issue negotiations
 - Case

12:00PM-1:00PM

LUNCH AND AFTERNOON PREPARATION

1:00PM-4:00PM

(Including a Coffee Break)

AFTERNOON SESSION

- Advanced win-win negotiation and team negotiation
 - Learn advanced strategies to create value in complex team negotiations
 - Case

DAY 3

8:30AM-9:00AM

REGISTRATION

9:00AM-12:00PM

(Including a Coffee Break)

MORNING SESSION

- Agents and ethics in negotiation
 - Learn to strategically act as an agent in negotiations
 - Case

12:00PM-1:00PM

LUNCH AND AFTERNOON PREPARATION

1:00PM-4:00PM

(Including a Coffee Break)

AFTERNOON SESSION

- Disputes and mediation
 - Learn to strategically manage and mediate disputes
 - Case