



**Schulich**  
School of Business  
Executive Education Centre

This new program features professional feedback on your live videotaped negotiation simulation.

Register for an Upcoming Session:

Sept. 30 - Oct. 2, 2019  
March 2 - 4, 2020

# Dynamic Strategies for More Complex Negotiations

*Use advanced strategies to successfully manage complex, multi-party, and difficult business negotiations more proactively through better planning and communications agility.*

*Unique SEEC program features include:*

Be videotaped and receive constructive feedback in a relevant negotiation, and professional feedback on how to become a more strategic and adaptable negotiator.

Develop and deliver intermediate and advanced negotiation strategies for managing complex, multi-party, and difficult negotiations.

Acquire a toolkit of proven strategies, processes, techniques, tools, templates, and resources for managing complex and multi-party business negotiations.



**What Past Participants Say** about our negotiating fundamentals program by the same instructor (Successful Business Negotiating Strategies for Managers):

*“A great course that puts theory into practice with real-life situations. The skills learned here can be applied to all aspects of business and personal dealings.”*

**G. Broadway,**  
Product Manager  
AstraZeneca Canada Inc.

*“The course provided participants the opportunity to apply negotiation tools learned through workshops. This reinforced the learning to be taken back to the office.”*

**W. Atkinson,**  
Executive Director,  
Business Development,  
CBC

*“Hands on experience, ready-to-use skills, valuable information.”*

**V. Fontana-Vatcher,**  
Account Manager,  
Suncor Energy



21 CPD

Register Today / Complete Details

<http://seec.online/12315>



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## Complex and multi-party negotiations require strong strategic planning.

Experienced negotiators know that **taking control of the process through a strategic approach to planning, communicating, and adapting with agility is key.** In both union and non-union environments, being prepared for the unexpected requires **adapting one's style to diverse negotiators through an expanded negotiation toolkit.**

Participants in this action-packed, three-day workshop will **acquire and practise advanced techniques in tough and complex negotiations** to improve their negotiation agility. Proven tools and techniques for handling **tough negotiators, complex negotiations, obstacles, and politics** will be provided using videotaping and feedback, negotiation simulations, individual self-assessments, team demonstrations and discussions and case studies.

### Top Take-Aways

1. **Expand your negotiating toolkit for complex negotiations** in both union and non-union environments
2. **Reframe critical and politically-sensitive negotiating messages** for more communications impact and influence
3. **Self-manage conflict triggers more proactively** when faced with negotiation obstacles and tough negotiators
4. **Become a more observant and adaptable negotiator** with multiple cultures and negotiating parties
5. **Think faster on your feet** when responding to unexpected negotiation situations, objections, and questions
6. **Anticipate and react to negative ploys and power plays** with confidence and communication fluency
7. **Make better decisions about what strategies and tactics to use** for collaborative and competitive negotiations

### Who Should Attend

Anyone interested in building on their knowledge of negotiating fundamentals, and achieving the next level of expertise and confidence through the application of advanced techniques will benefit, including:

- General and division managers, business officers and directors
- Training, HR and industrial relations specialists
- Sales, marketing and account managers
- Project managers and team leaders
- Branch, regional, national, international, and public sector managers
- Business development managers, business analysts and other specialists

While not a prerequisite, participants who are familiar with the concepts introduced in our level-one negotiating course *Successful Business Negotiating Strategies for Managers* will be well prepared for this program.

### Instructor

**Gail Levitt**, PhD, President of Levitt Communications Inc., is one of Canada's most experienced negotiators and facilitators in a wide range of negotiation techniques, styles, and innovative negotiated solutions. She is a trained specialist in Harvard collaborative negotiation methods and advanced competitive techniques, with extensive expertise as a negotiation coach and mentor.

## Overview of Learning

### Planning and Executing Complex Negotiations

- Analyzing multiple-party alliances and potential threats
- Strategies and tactics for in-person and virtual negotiations
- Top-6 obstacles and mitigating strategies

### Becoming a More Agile Negotiator

- Becoming more observant: tips and techniques
- Responding to the unexpected: guidelines and tips
- Observing and adapting to tough negotiator styles

### Handling Tough Negotiators Assertively

- Communication techniques for addressing objections
- Questioning and reframing proactively
- Addressing unexpected questions and distractions

### Using Your BATNA to your Advantage

- Guidelines for creating an effective BATNA, especially in complex negotiations
- When to reveal your BATNA for negotiation leverage
- Applying your BATNA without revealing it specifically: tips and techniques

### Overcoming Negotiation Obstacles

- Top-5 obstacles to complex negotiations and how to overcome them
- When crucial information is withheld or delayed
- When the relationship is adversarial

### Negotiation Techniques for Engagement

- Interest and position-based techniques
- Techniques for probing and questioning

*Continues Online*

#### Dates & Locations:

**September 30 - October 2, 2019**  
Executive Learning Centre

**March 2 - 4, 2020**  
Miles S. Nadal Management Centre

#### Registration Fee:

**\$3,250** + applicable taxes

#### Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change
- Complete registration details at [seec.online/FAQ](http://seec.online/FAQ)

#### Get the whole picture.

Preview complete course content and instructor bio online.

**Complete Details / Register Today**

<http://seec.online/12315>

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or email [excedinfo@schulich.yorku.ca](mailto:excedinfo@schulich.yorku.ca)