

# EFFECTIVE NEGOTIATION

Interactive Two-day Workshop



## Program Overview

To negotiate successfully in today's dynamic business environment, you need more than just persuasive tactics at the negotiating table. Join us for our highly-interactive two-day workshop on Effective Negotiation designed by Dr. Nasser Kutkut to help you build and refine the skills needed to master the negotiation process.

Through exploring the major concepts and theories of the psychology of bargaining and negotiation, the workshop will allow you to identify and assess bargaining situations, develop sound negotiation planning techniques, and identify and employ appropriate strategies and tactics to use to resolve conflicts. To maximize your learning, you will actively participate in the simulation role plays to apply learned concepts. You will leave empowered to prepare and execute negotiation deals in a variety of settings and industries and achieve exceptional results.

## Key Benefits

- Recognize negotiation opportunities and identify the primary components of the negotiation process
- Use an integrated process for strategically planning for negotiation situations
- Develop and execute effective strategies and tactics to maximize outcome in various bargaining situations
- Distinguish between distributive and integrative situations and develop appropriate resolution strategies for creating value and/or claiming value
- Understand the impact of decision-making biases, power and influence, cross cultural issues, and ethical issues on negotiation situations
- Earn 16 CLE, 12 Business Litigation, and 13.25 HRCI credits

"I really enjoyed the negotiation workshop with Prof. Kutkut. He is a very engaging instructor and presented material that was relevant and useful to real-life scenarios. I only wish I had taken his course earlier in life."

*Luciana Rie Ikeda, Comptroller, Odebrecht Real Estate Developments*

**November 5 & 6, 2015**

**8:00 am - 4:45 pm**

UCF Executive Development Center  
36 West Pine Street, Orlando, FL 32801

\$750 (see back page for details)

This program is part of our Excellence in Leadership Series.

## Who Should Attend

Negotiation is crucial in all organizations and virtually every aspect of life. This program is designed for middle-to-senior-level managers from private, public, and non-profit sectors including:

- CEOs, CFOs, and COOs
- Presidents and Vice Presidents
- Attorneys, Arbitrators, and In-House General Counsel
- Sales, Marketing, and Business Development Personnel
- Purchasing and Procurement Managers
- Human Resources and Other Functional Managers and Directors



"The use of this seal is not an endorsement by the HR Certification Institute of the quality of the activity. It means that this activity has met the HR Certification Institute's criteria to be pre-approved for recertification credit."

## Program Content

### DAY ONE

#### Introduction to the Negotiation Process

#### Developing a Negotiation Plan & Strategy

- Framework for planning for negotiation
- Planning Process: Bargaining mix, strategies, goals, BATNAs.

**Negotiation Role Play 1:** Introductory simulation role-play negotiation.

#### Distributive Bargaining: Claiming Value

- A framework for claiming value
- Distributive tactics

#### Negotiation Role Play 2: Sally Soprano

Discussion/Debrief Negotiation Role Play 2

#### Integrative Negotiation: Creating Value

- A framework for value creation
- A discussion of the power of interests, differences, questions, and packages
- Strategies for creating value

### DAY TWO

#### Closing Deals

#### Negotiation Role Play 3

Discussion/Debrief Negotiation Role Play 3

#### Decision Making & Cognitive Biases in Negotiations

#### Power & Influence in Negotiations

#### Negotiation Role Play 4: Toyonda

Discussion/Debrief Negotiation Role Play 4

#### Communications / Cross Cultural / Ethical Issues in Negotiations

#### Wrap-up & Takeaways

- Q&A Session

## About the Instructor



Nasser Kutkut, Ph. D. is a Lecturer of Management at the UCF College of Business Administration. He has also been serving as a business and technology consultant for a number of US and international firms. Dr. Kutkut holds a PhD in electrical engineering and an MBA in management and entrepreneurship, both from the University of Wisconsin-Madison. He also completed a Post-Doctorate in Entrepreneurship and Marketing from Grenoble Ecole de Management.

Dr. Kutkut has more than 17 years of entrepreneurial and technology management experience and was the founder / co-founder of a number of high tech start-up companies.

He was also successful in securing major contracts with fortune 500 companies including General Motors, Kraft Foods, Toyota Motors, and Campbell Soup. Dr. Kutkut is the holder of 13 U.S. and international patents and has more than 60 technical and business publications in refereed and trade journals. He frequently teaches Negotiation in UCF's Executive and Professional MBA program.

## Program Fees

- \$650 per participant if registered by October 5, 2015 (\$750 regular price thereafter)
- Registration fee includes two days of highly interactive sessions, daily breakfasts, lunches, refreshment breaks, adjacent parking downtown, and all course materials
- Discounts available to multiple attendees from the same organization, non-profits, past EDC workshop attendees and UCF Alumni—contact us for details!

## Registration Options

### Register Online

<http://business.ucf.edu/effective-negotiation>

**Call** (407) 235-3903

**Email** [executiveeducation@bus.ucf.edu](mailto:executiveeducation@bus.ucf.edu)

**Mail** online registration form & check payable to:  
UCF Executive Development Center  
36 West Pine Street, Orlando, Florida 32801