

EFFECTIVE NEGOTIATION

From Detailed Planning to Exceptional Results

Highly-interactive Two-day Workshop • April 28 & 29, 2015

UCF Executive Development Center

To negotiate successfully in today's dynamic business environment, you need more than just persuasive tactics at the negotiating table. Join us for **Effective Negotiation: From Detailed Planning to Exceptional Results**, our interactive two-day workshop led by **Dr. Maureen Ambrose, Gordon J. Barnett Professor of Business Ethics, UCF Department of Management**, and learn how to achieve outstanding results in any negotiation. Participants will develop a framework of comprehensive principles, strategies, and tactics that will help them prepare and execute negotiation deals in a variety of settings and industries.



Key Benefits

- ▶ **Realize** your full potential as a negotiator
- ▶ **Empower** yourself with the latest strategies in negotiation
- ▶ **Uncover** your strengths and weaknesses as a negotiator
- ▶ **Learn** a systematic approach to negotiation that you can apply immediately
- ▶ **Achieve** better outcomes in future negotiations
- ▶ **Earn** 16 CLE, 12 Business Litigation, and 13.25 HRCI credits

Who Should Attend

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

- ▶ CEOs, CFOs, COOs, Presidents and Vice Presidents
- ▶ Attorneys, Arbitrators, and In-House General Counsel
- ▶ Sales, Marketing, and Business Development Personnel
- ▶ Human Resource, Purchasing, and other Functional Directors and Officers

"After being part of the Effective Negotiation workshop, led by Dr. Ambrose, I genuinely feel positioned for more success in my current role and in life." - Gary Stafford, Partnership Director, Ultimate Staffing Services

"Dr. Ambrose's knowledge and delivery of the subject matter is second to none. I highly recommend this course to current and future negotiators." - Sam Bevlin, VP of Operations, Outsource, Inc.

REGISTER ONLINE at www.UCFEDC.com/negotiate or **CALL** (407) 235-3903

Program Content

Day One

- *Assessing Your Negotiation Style*
 - *Bargaining Style Inventory & PINS*
- *Hamilton Real Estate: Introductory simulation role-play negotiation over the price of a property.*
 - *A framework for conceptualizing negotiation.*
 - *A discussion of opening offers, targets, and objectives*
- *The New Recruit: A two-party, multi-issue negotiation in the context of job negotiation.*
- *Creating Value*
 - *A framework for value creation*
 - *A discussion of the power of interests, differences, questions, and packages*
 - *Strategies for creating value*
- *Networking reception with Dr. Maureen Ambrose and all attendees*

Day Two

- *Introduction of a framework for planning for negotiation*
- *Application of negotiation planning skills in groups*
- *Sally Soprano: Two-party, multi-issue negotiation between agents for an opera singer and an opera house. Provides an opportunity for exploring value creation and value claiming.*
- *Preparation for multi-party negotiation exercise.*
- *Twin Lakes Mining: A complex multi-party, multi-issue negotiation between a mining company and the government of a small town regarding environmental clean-up. Provides an opportunity for information exchange, value creation, value claiming, and introduces inter-team and intra-team dynamics.*
- *Effective Negotiation*
 - *Take-aways & Q&A*

About the Instructor

Dr. Maureen L. Ambrose is the Gordon J. Barnett Professor of Business Ethics in the College of Business at the University of Central Florida. She received her PhD from the University of Illinois. Prior to joining UCF, she served on the faculty at the University of Iowa and the University of Colorado, where she was also Director of Research for the College of Business. Her research, which focuses almost exclusively on real people in real organizations, has been published in more than fifty articles and books. She has been a visiting scholar at the London School of Economics in the UK, EM-Lyon and the Université de Toulouse in France, and Instituto d'Empresa in Madrid, Spain. She has provided executive development programs in management, organizational behavior, human resource management, and negotiation to national and international firms and industry groups. She regularly teaches Negotiation in the UCF Executive MBA program.



Dr. Maureen Ambrose

Registration Options

Enrollment is limited. Reserve your seat today!

- ▶ **Register Online** at <http://www.UCFEDC.com/negotiate>
- ▶ **Call** (407) 235-3903
- ▶ **Mail** online registration form & check payable to the University of Central Florida to:
UCF Executive Development Center
36 West Pine Street, Orlando, Florida 32801

Program Fees

- ▶ \$850 per participant if registered by March 27, 2015 (\$950 regular price thereafter)
- ▶ This seminar includes two days of highly interactive sessions with world-class instruction, daily breakfasts, lunches, refreshment breaks, parking downtown, and all course materials.
- ▶ Discounts available to multiple attendees from the same organization and UCF Alumni - call us for details at (407) 235-3903