

*In today's globally competitive business environment international negotiation skills are essential for both managers and the companies who employ them.*

*CEDEP's Mastering International Negotiation programme focuses on negotiation and communication across cultures. Participants sharpen their skills during a variety of negotiation scenarios acquiring the tools they need not only to negotiate, but also to build long term, collaborative cross-cultural relationships.*

*Participants engage in exercises and role-plays designed to generate critical personal insights. Interactive exercises use participants' own negotiating experience to validate and develop winning strategies.*

## KEY TOPICS

- Fundamental concepts and tactics for effective handling of price negotiations
- Limitations of positional bargaining and its alternative, package deals
- A process perspective for resolving tense negotiating situations
- Appropriate deal structures for long-term arrangements.

## WHO SHOULD ATTEND

Mastering International Negotiation is designed for experienced negotiators in international roles, who want to take their skills to the next level:

- Middle and senior level executives involved in international operations
- Executives responsible for international business negotiations, especially in a multi-cultural environment
- International merger and acquisition team members.

## YOUR TAKE-AWAYS

- ▶ Intensive, hands-on practice and feedback, bringing your skills to the next level
- ▶ Actionable strategies you can apply in your current role and beyond
- ▶ Awareness of your negotiation strengths and weaknesses and ideas for improving and developing your teams.

## COMPANY BENEFITS

- ▶ Increasing the company's competency in managing complex, multi-cultural negotiations
- ▶ A systematic and consistent approach to decision-making
- ▶ Facilitating an executive's transition to an expanded, international role
- ▶ Unifying teams working on international mergers and acquisitions
- ▶ Improved productivity and effectiveness on international project teams.

## TUITION FEE

**€2,150**

Prices are subject to change. Full-board accommodation on the Fontainebleau campus costs €165 per day.



CEDEP is a collaborative learning community created in 1971 by a group of major European companies.

Its international team of highly experienced Faculty, superb setting in the peaceful forest of Fontainebleau and dedicated staff contribute to make CEDEP an exceptional educational environment.

CEDEP operates in association with INSEAD.

**SHORT TOPICAL PROGRAMMES**

**PROGRAMME CONTENT**

**DAY 1**

- Why do people negotiate? Creating value or claiming value
- Analytical positioning
- Reserve price
- Negotiation tactics
- Outcome and analysis
- The Warranty: “hands on” negotiation case
- Capturing value
- Wrap up.

**DAY 2**

- Outcome of Day 1
- Package deals
- Power and 3-way negotiations
- Outcome and analysis
- Tips and traps
- Building trust and credibility
- Outcome and analysis Theory of gaming
- How and when to commit to a deal
- Outcome
- Creating alternatives
- Wrap-up.

**DAY 3**

- Decoding cultural situations. Introductions and review program agenda
- Cultural frameworks
- The role of status and hierarchy
- Cross-cultural communications
- Adapting communication styles
- Case 1: Negotiating in a new cultural environment
- Relationship building in different cultural contexts
- Case 2: Negotiation in Asia
- Cultural reasoning patterns
- Applying cultural dimensions: 3 cases
- Strategy discussion: applying cross-cultural strategies
- Action planning and summary.

**ABOUT THE FACULTY**



Professor Sam Abadir teaches at CEDEP and is a Fellow of Judge Business School, University of Cambridge.

He holds an MBA from the Political Sciences Institute in

Paris, and a PhD in international politics from the Centre d'Etudes Diplomatiques et Stratégiques.

Previously, Sam headed global development at Sodexo Group, with experience in Canada, the US, Europe and the Middle East.

He advises a number of multi-national firms.



Professor Erin Meyer is an Adjunct Professor at INSEAD. She specializes in cross-cultural management and multi-cultural negotiation and leadership.

Erin trains and coaches expatriates, senior-level executives and multi-national teams to work more effectively in a cross-cultural environment.

**YOU MIGHT ALSO BE INTERESTED IN**

- Finance for the Non-Finance Manager
- Safety and Leadership
- Value Innovation in Human Resources
- Vigilant Leadership

**FOR MORE INFORMATION**

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