

American Management Association's Negotiating to Win

Learning Objectives

- Identify What Is Negotiable in Typical Business Situations
- Apply the Six Stages of Negotiation
- Apply the Principles of Persuasion to a Negotiation
- Identify Ways to Adjust Communication Styles to Achieve Agreement
- Recognize the Opportunities and Risks of Social Media and AI in Negotiations
- Craft a Negotiation Strategy for a Business Negotiation

What Is Negotiation?

- Define the Basic Concepts of Negotiation
- Define What Is Negotiable in Typical Business Situations
- Identify Approaches to Negotiation

Negotiation Strategies

- Identify the Six Stages of a Negotiation
- Use Congruent Behaviors in Each of the Stages
- Define the Influences on the Negotiation Process
- Explain the Four Dimensions of DiSC® and the Style Tendencies of Each

Planning Your Negotiation

- Plan a Negotiation
- Determine a Settlement Range
- Apply the Planning Framework in a Practice Negotiation
- Explore the Benefits and Challenges of Social Media and AI in Negotiation Planning

Persuasion

- Apply the Persuasion Process
- Use the Frame/Reframe Process to Understand the Other Party
- Use Listening Skills in the Negotiation Process
- Describe the Characteristics of the DiSC® Styles and Their Impact on Negotiations
- Describe How to Adapt Style to Maximize the Results of Negotiations
- Identify Why Negotiations Fail
- Develop a Story to Move a Negotiation Forward

Crafting a Strategy for Your Negotiation

- Plan a Strategy to Apply to Your Negotiations
- Describe the Process of Identifying a Problem or Issue for Negotiation
- Identify Steps and Techniques for Choosing Appropriate Communication Methods
- Craft and Apply a Strategy for a Business Negotiation Simulation
- Consider Ethics and Ethical Stance