



**THE INTERNATIONAL  
SCHOOL OF BUSINESS  
AND ENTREPRENEURSHIP**

**Program Duration: 3 Days**

**Program Dates: May 26th - 28th**

**Course Fees: \$2,995; Early Bird price till March 31st is \$2,495**

**Location: Dallas**

# **WIN-WIN NEGOTIATION AND LEADERSHIP MASTERCLASS**



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Negotiation is one of the key skills that leaders and managers need to create value and growth for their organizations. Understanding and knowledge of effective negotiation tools and techniques can make an immense difference in successfully running businesses and organizations around the world. Research studies have shown that executives who understand the negotiation process, tools, and techniques can create more value and growth opportunities for their teams and organizations.

## **WIN-WIN NEGOTIATION AND LEADERSHIP MASTERCLASS**

This three-day program has been designed to learn professional negotiation tools and techniques, understand strategies on how to create win-win solutions, learn about the impact of culture and diversity, and attain successful outcomes during negotiation.

**FOUNDATION  
AND KEY  
PRINCIPLES OF  
SUCCESSFUL  
NEGOTIATIONS**

**CREATING A  
WIN-WIN  
SITUATION  
DURING THE  
NEGOTIATION**

**LEVERAGING  
KEY ELEMENTS  
OF ZOPA - ZONE  
OF POSSIBLE  
AGREEMENT**

**NEGOTIATING  
SUCCESSFULLY  
IN A  
MULTICULTURAL  
AND  
INTERNATIONAL  
ENVIRONMENT**

**HOW TO  
NEGOTIATE  
WITH A MORE  
POWERFUL  
AND  
RESOURCEFUL  
OPPONENT?**

**CREATING AND  
IMPROVING  
YOUR BATNA -  
BEST  
ALTERNATIVE  
TO A  
NEGOTIATED  
AGREEMENT**

# Key Topics

**UNDERSTANDING  
THE DIFFERENCE  
BETWEEN  
INTERESTS AND  
POSITIONS**

**DEVELOPING  
SKILLS AND  
TECHNIQUES  
OF A  
SUCCESSFUL  
NEGOTIATOR**

**WHEN IS IT A  
GOOD TIME TO  
MAKE THE  
FIRST OFFER  
DURING  
NEGOTIATION?  
SHOULD YOU  
EVEN MAKE  
THE FIRST  
OFFER?**

**NEGOTIATING  
AND LEADING  
SUCCESSFULLY**

**EXHIBITING  
LEADERSHIP  
WHILE  
NEGOTIATING**

**CONFLICT  
RESOLUTION  
ACROSS  
TEAMS,  
ORGANIZATION,  
AND CULTURES**

**RELATIONSHIP  
BETWEEN  
NEGOTIATION,  
LEADERSHIP,  
AND  
EMOTIONAL  
INTELLIGENCE**

**COMMUNICATION,  
INFLUENCE, AND  
PERSUASION  
DURING THE  
NEGOTIATION**

**CONTROLLING  
EMOTIONS  
DURING A  
NEGOTIATION**

**GETTING TO  
"YES" WHILE  
NEGOTIATING  
DEALS**

**NEGOTIATING  
DEALS THAT  
ARE BENEFICIAL  
FOR THE TEAM  
AND  
ORGANIZATION**

## KEY BENEFITS AND EXPECTED OUTCOMES

After attending this program, participants will be able to:

**LEARN HOW TO NEGOTIATE SUCCESSFUL DEALS AROUND THE WORLD**

**ACQUIRE KNOWLEDGE ON HOW TO LEVERAGE AND ENHANCE YOUR BATNA BEFORE GETTING INTO NEGOTIATIONS**

**IDENTIFY DIFFERENT NEGOTIATION OPTIONS TO CLOSE THE BEST DEALS**

**LEARN AND APPLY EFFECTIVELY NEGOTIATION TOOLS AND TECHNIQUES IN PROFESSIONAL AS WELL AS PERSONAL LIVES**

**DISCOVER HOW TO BUILD PARTNERSHIPS AND CREATE SUSTAINABLE OUTCOMES FOR LONG-TERM BENEFITS OF YOUR TEAM AND ORGANIZATION**

**GAIN KNOWLEDGE AND UNDERSTANDING ON HOW TO NEGOTIATE DURING DIFFICULT SITUATIONS**

**LEARN HOW TO CREATE “WIN-WIN” SOLUTIONS DURING A NEGOTIATION**

**UNDERSTAND HOW TO CONDUCT INTERNATIONAL NEGOTIATIONS EFFECTIVELY IN A DIVERSE ENVIRONMENT**

**LEARN HOW TO NEGOTIATE WITH COLLEAGUES, EMPLOYEES, CLIENTS, VENDORS, BOARDS OF DIRECTORS, AND OTHER KEY STAKEHOLDERS THROUGH EFFECTIVE TECHNIQUES**

**UNDERSTAND CULTURAL AND INTERNATIONAL ASPECTS OF NEGOTIATIONS**

**LEARN HOW TO NEGOTIATE IN A MULTICULTURAL AND GLOBAL ENVIRONMENT**

**NETWORK WITH CEOS, CFOS, CXOS, LEADERS, EXECUTIVES, BUSINESS OWNERS, ENTREPRENEURS, AND FACULTY FROM THE WORLD’S TOP BUSINESS SCHOOLS AND UNIVERSITIES**

# KEY BENEFITS TO YOUR ORGANIZATION

Enhance employee decision-making, leadership, performance, team productivity, innovation, and employee retention, which will lead to competitive advantage, strategic growth, and improved quality and performance for your organization.

Research studies have shown that human capital is the hardest element to replicate or imitate. Therefore, organizations that invest in employee learning and development create a sustainable and long-term competitive advantage that enhances creativity, team-work, efficiency, disruptive innovation, and growth.





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## **TARGET AUDIENCE FOR PROGRAM**

**CEOs, COOs, CFOs, Directors, General Managers, and Vice Presidents**

**Functional Heads, Business Unit Leaders, and Team Leaders**

**Managers, senior managers, executives, and entrepreneurs with a minimum of five years of professional experience**

**Government officials and private sector executives that are involved in domestic and international negotiations**

**Anyone who inspires to be a transformational leader and make the world a better and healthy place**



**COLLABORATIVE  
NEGOTIATION  
EXERCISES AND  
DISCUSSIONS**

**GROUP DISCUSSIONS**

**INTERACTIVE  
CLASSROOM  
SESSIONS**

**REAL-LIFE CASE  
STUDIES FROM  
HARVARD BUSINESS  
SCHOOL**

## **TEACHING METHODOLOGY**

**VIDEO-CONFERENCING  
WITH FACULTY FROM  
HARVARD,  
UNIVERSITY OF  
CAMBRIDGE, IMPERIAL  
COLLEGE LONDON,  
AND OTHERS**

**HARVARD BUSINESS  
SCHOOL AND/OR  
INSEAD BUSINESS  
SCHOOL SIMULATION**



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# Program Faculty



## Dr. Nelson Philips

Professor of Strategy & Organization, Imperial College  
London Business School, UK  
Abu Dhabi Chamber Chair in Innovation and  
Entrepreneurship  
Ph.D., University of Alberta, Canada



## Dr. Rizwan Amin Sheikh

Founding Dean and Professor, ISBE  
Affiliate Faculty of Leadership in Healthcare  
Management, Harvard Medical School Exec Ed  
Affiliate Faculty of Family Business Program, MIT Sloan  
School of Management  
Ph.D., Skema Business School (France)  
MBA, Cleveland State University

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