

Training Course on Advanced Negotiation Strategies for CEOs and Directors

Professional Development Training Course Outline

Category	CEOs and Directors	Duration	10 Days
Base Fee	\$3,000 USD	Delivery Mode	Online / On-site Hybrid

Course Introduction

Training Course on Advanced Negotiation Strategies for CEOs and Directors is designed for **C-suite executives** and **board directors** seeking to master the art and science of high-stakes negotiation. In today's hyper-competitive global landscape, effective negotiation is no longer a soft skill but a critical **strategic imperative** for **organizational growth**, **value creation**, and **sustainable competitive advantage**. Participants will delve into cutting-edge negotiation frameworks, cultivate advanced communication techniques, and develop the **strategic acumen** required to navigate complex, multi-party, and cross-cultural deals, transforming challenges into **mutually beneficial outcomes** and solidifying their leadership impact.

The course goes beyond foundational negotiation concepts, focusing on **real-world executive challenges** and the psychological dimensions of influence and persuasion. Through immersive **case studies**, **simulations**, and personalized feedback, leaders will refine their ability to identify hidden interests, manage cognitive biases, and strategically frame discussions to achieve superior results. This program empowers executives to lead with **unwavering confidence** at the bargaining table, drive **innovation through collaboration**, and build robust **strategic alliances** that propel their organizations forward in an increasingly dynamic business environment.

Programme Curriculum

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Course Objectives

1. Develop a deep understanding of advanced negotiation models like **Integrative Bargaining, Distributive Bargaining**, and **Game Theory** applications.
2. Acquire proven strategies for successfully navigating **mergers and acquisitions (M&A), joint ventures**, and **large-scale contract negotiations**.
3. Refine **persuasion techniques, active listening**, and **non-verbal communication** to command respect and build rapport.
4. Identify and counter common **negotiation biases** (e.g., anchoring, confirmation bias) to make rational, data-driven decisions.
5. Develop **cultural intelligence** and adapt negotiation styles for diverse international business contexts.
6. Learn advanced **conflict resolution** and **dispute mediation** strategies for intractable organizational challenges.
7. Employ tactics to **expand the pie** and unlock maximum value for all parties in collaborative negotiations.
8. Master the art of defining and leveraging **Best Alternative to a Negotiated Agreement (BATNA)** and **Worst Alternative to a Negotiated Agreement (WATNA)**.
9. Gain expertise in orchestrating and managing **complex stakeholder negotiations** with multiple agendas.
10. Ensure all negotiation strategies adhere to the highest standards of **business ethics** and integrity.
11. Explore the use of **AI in negotiation** and other emerging technologies for enhanced preparation and execution.
12. Foster long-term relationships through **collaborative negotiation** and trust-building techniques.
13. Utilize negotiation as a catalyst for **organizational change management** and innovation initiatives.

Organizational Benefits

- Secure more favorable terms in contracts, partnerships, and M&A deals.
- Forge stronger, more productive relationships with key stakeholders, suppliers, and partners.
- Effectively resolve internal and external disputes, minimizing legal and operational disruptions.

- Equip leaders with a robust framework for evaluating options and making optimal choices under pressure.
- Empower directors to navigate complex board-level negotiations with greater confidence and strategic insight.
- Facilitate collaborative problem-solving and agreement on groundbreaking initiatives.
- Cultivate a culture of effective communication and problem-solving, enhancing employee engagement.
- Differentiate the organization through superior deal-making capabilities and strategic positioning.

Target Audience

1. Chief Executive Officers (CEOs)
2. Board Directors & Non-Executive Directors (NEDs)
3. Managing Directors & Presidents
4. Chief Operating Officers (COOs)
5. Chief Financial Officers (CFOs)
6. Senior Vice Presidents (SVPs) & Executive Vice Presidents (EVPs)
7. Heads of Legal & General Counsels
8. Entrepreneurs & Founders of High-Growth Companies

Course Outline

Module 1: The Executive Negotiator's Mindset & Strategic Imperatives

- Understanding negotiation as a core strategic leadership function.
- Shifting from transactional to relational and value-based negotiation.
- Developing a resilient and adaptable negotiation mindset under pressure.
- Identifying personal negotiation strengths and areas for development.
- *Case Study: The Boeing-Airbus Patent Dispute – Analyzing the long-term strategic implications of a protracted legal battle.*

Module 2: Advanced Preparation: The Foundation of Superior Outcomes

- Deep-dive analysis of interests, positions, and underlying motivations.
- Crafting robust BATNAs and WATNAs for optimal leverage.
- Comprehensive stakeholder mapping and power dynamics assessment.
- Information gathering and intelligence analysis for competitive advantage.
- *Case Study: Disney's Acquisition of Pixar – How meticulous preparation and understanding of mutual interests led to a successful merger.*

Module 3: Mastering Distributive Bargaining: Claiming Value

- Advanced tactics for anchoring, concessions, and counter-offers.
- Strategies for maximizing individual gains in zero-sum scenarios.
- Detecting and countering deceptive tactics and hardball maneuvers.
- Managing deadlines and creating a sense of urgency.
- *Case Study: Major League Baseball Free Agent Negotiations – Examining how agents and teams claim maximum value in competitive bidding.*

Module 4: Integrative Negotiation: Expanding the Pie & Creating Value

- Unlocking hidden value through creative problem-solving and option generation.

- Techniques for collaborative brainstorming and interest-based negotiation.
- Building trust and rapport to foster win-win outcomes.
- Moving beyond positions to explore underlying needs and priorities.
- *Case Study: The Camp David Accords – How identifying shared interests led to a groundbreaking peace treaty.*

Module 5: The Psychology of Influence & Persuasion in Negotiation

- Applying Cialdini's Principles of Influence (Reciprocity, Scarcity, Authority, Consistency, Liking, Consensus).
- Understanding cognitive biases (framing, endowment effect, confirmation bias) and their impact.
- Utilizing emotional intelligence to read the room and manage reactions.
- Strategic storytelling and framing for impactful communication.
- *Case Study: Elon Musk's Twitter Acquisition – Analyzing the psychological plays and persuasion tactics employed.*

Module 6: Cross-Cultural Negotiation Dynamics

- Understanding cultural dimensions (Hofstede, Trompenaars) and their impact on negotiation styles.
- Adapting communication and negotiation strategies across diverse cultural contexts.
- Navigating cultural norms, non-verbal cues, and etiquette in international deals.
- Addressing language barriers and the role of interpreters.
- *Case Study: Daimler-Chrysler Merger Failure – Examining how cultural clashes contributed to the breakdown of a major integration.*

Module 7: Multi-Party & Coalition Negotiations

- Strategies for managing complex negotiations with multiple stakeholders and competing interests.
- Building effective coalitions and identifying potential spoilers.
- Facilitating consensus and preventing impasses in group settings.
- Designing and managing negotiation processes for multi-party deals.
- *Case Study: Climate Change Negotiations (COP Summits) – Analyzing the challenges of achieving consensus among numerous national interests.*

Module 8: Negotiating in Crisis & High-Conflict Situations

- Maintaining composure and strategic thinking under extreme pressure.
- De-escalation techniques for emotionally charged environments.
- Negotiating with difficult or irrational counterparts.
- Crisis communication and reputation management during negotiation.
- *Case Study: Hostage Negotiations – Applying principles of active listening and empathy in life-or-death scenarios.*

Module 9: Advanced Communication & Active Listening

- Techniques for asking powerful questions to uncover hidden information.
- Mastering empathetic listening and non-verbal communication.
- Crafting clear, concise, and persuasive arguments.
- Managing difficult conversations and delivering feedback effectively.

- *Case Study: Any major labor union negotiation – Focusing on the role of communication in building trust and reaching agreements.*

Module 10: Ethical Dilemmas in Negotiation

- Identifying and navigating ethical pitfalls and grey areas.
- Maintaining integrity and reputation in aggressive negotiation environments.
- The consequences of unethical practices on long-term relationships.
- Developing personal ethical boundaries and a negotiation code of conduct.
- *Case Study: The Volkswagen Emissions Scandal – Examining the ethical failures that impacted trust and brand reputation.*

Module 11: Deal Closing & Post-Negotiation Management

- Techniques for effective deal closure and overcoming last-minute hurdles.
- Formalizing agreements and preventing post-settlement issues.
- Building mechanisms for accountability and performance monitoring.
- Strategies for nurturing long-term relationships post-negotiation.
- *Case Study: The Google-Android Acquisition – How post-deal management fostered a successful ecosystem.*

Module 12: Digital Negotiation & Technology's Role

- Leveraging virtual negotiation platforms and communication tools.
- Understanding the impact of asynchronous communication on negotiation.
- Utilizing data analytics and AI for negotiation preparation and strategy.
- Cybersecurity considerations in sensitive digital negotiations.
- *Case Study: Remote M&A Due Diligence in a Post-Pandemic World – Adapting negotiation processes to fully virtual environments.*

Module 13: Negotiation for Organizational Change & Innovation

- Leading change initiatives through internal negotiation and stakeholder buy-in.
- Negotiating for resources, budgets, and project approvals.
- Fostering a culture of negotiation and collaborative problem-solving within the organization.
- Overcoming resistance to change through persuasive negotiation.
- *Case Study: IBM's Transformation Strategy – Negotiating internal resistance to shift towards services and software.*

Module 14: Personalizing Your Negotiation Style & Continuous Improvement

- Self-assessment of negotiation strengths, weaknesses, and preferred styles.
- Developing a personalized negotiation development plan.
- Strategies for continuous learning and adaptation in evolving environments.
- Practicing mindful negotiation and managing emotional responses.
- *Case Study: Personal Negotiation Reflection – Participants reflect on a recent negotiation and identify areas for personal improvement based on course concepts.*

Module 15: Boardroom Negotiations & Corporate Governance

- Navigating power dynamics and complex interests within the board.
- Negotiating executive compensation, strategic direction, and crisis response.
- The role of the board in overseeing major organizational negotiations.
- Enhancing effective communication and decision-making at the board level.

- *Case Study: Shareholder Activism – Analyzing how boards negotiate with activist investors to protect company value and strategy.*

Training Methodology

This program employs a highly interactive and experiential learning approach, integrating theory with practical application. It includes:

- **Interactive Lectures & Discussions:** Facilitated sessions on core concepts and advanced strategies.
- **Real-World Case Studies Analysis:** Deep dives into complex business negotiation scenarios.
- **Simulated Negotiation Exercises & Role-Playing:** Hands-on practice in various high-stakes situations.
- **Personalized Feedback & Coaching:** Expert guidance to refine individual negotiation styles.
- **Group Problem-Solving & Peer Learning:** Collaborative sessions to leverage diverse perspectives.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- a. The participant must be conversant with English.
- b. Upon completion of training the participant will be issued with an Authorized Training Certificate
- c. Course duration is flexible and the contents can be modified to fit any number of days.
- d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- e. One-year post-training support Consultation and Coaching provided after the course.
- f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
21 Sep 2026	02 Oct 2026	Online	\$2,000
21 Sep 2026	02 Oct 2026	Physical	\$3,000
21 Sep 2026	02 Oct 2026	Physical	\$0
21 Sep 2026	02 Oct 2026	Physical	\$0
21 Sep 2026	02 Oct 2026	Physical	\$0
21 Sep 2026	02 Oct 2026	Physical	\$0
21 Sep 2026	02 Oct 2026	Physical	\$0
21 Sep 2026	02 Oct 2026	Physical	\$0

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