# Training Course on Advanced Negotiation Strategies for CEOs and Directors

Professional Development Training Course Outline

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| **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

### Training Course on Advanced Negotiation Strategies for CEOs and Directors

**Introduction**

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**Course Duration**

10 days

**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 |
|---|---|---|---|
| **23 Nov 2026** | 04 Dec 2026 | Online | $2,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $3,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $9,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

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