



Changing the Game: Negotiation & Competitive Decision-Making

Course Introduction:

This course is designed to provide professionals with advanced strategies and techniques for mastering negotiation and competitive decision-making in complex business environments. This five-day theoretical training will focus on understanding the psychological, strategic, and tactical elements of negotiations, exploring frameworks for assessing competitive dynamics, and enhancing decision-making capabilities under pressure. Participants will be equipped with the tools needed to navigate competitive environments and leverage negotiation techniques to achieve superior outcomes.

Throughout the course, attendees will engage in deep dives into critical concepts such as negotiation power, emotional intelligence, strategy formulation, game theory, and influence tactics. By the end of the training, participants will have gained valuable insights into the art and science of competitive decision-making and will be able to apply these concepts to real-world situations, optimizing their approach to high-stakes negotiations.

Course Objectives:

By the end of the training, participants will be able to:

- Develop advanced negotiation strategies and frameworks for effective competitive decision-making.
- Understand the psychological and behavioral aspects of negotiation, including influence, power dynamics, and emotional intelligence.
- Analyze competitive environments using game theory and decision-making models to enhance strategic outcomes.
- Enhance skills in managing high-pressure situations and difficult negotiation scenarios.
- Learn how to identify and leverage negotiation tactics for a competitive edge in any business setting.
- Improve decision-making processes in complex, competitive, and multi-party environments.

Who Should Attend?

This course is designed for all:

- Senior business leaders and executives
- Managers and directors in sales, procurement, and strategic partnerships
- Professionals involved in contract negotiations and high-stakes decision-making
- Consultants and advisors specializing in business strategy and negotiation
- Entrepreneurs and business owners aiming to refine their competitive decision-making skills

Course Outline:

Day 1: Introduction to Negotiation & Competitive Decision-Making

- **Understanding Negotiation:** Definition, scope, and importance in business.
- **Key Principles of Negotiation:** Interests vs. positions, BATNA (Best Alternative to a Negotiated Agreement), and ZOPA (Zone of Possible Agreement).
- **Fundamentals of Competitive Decision-Making:** Importance of competition in business decisions and identifying competitive advantages.
- **Psychological Dynamics of Negotiation:** Understanding how emotions, biases, and perceptions impact outcomes.
- **Negotiation Styles:** Recognizing and adapting to different styles for optimal results.

Day 2: Strategic Foundations of Negotiation

- **Game Theory in Negotiation:** Introduction to the concept of game theory and its applications in competitive environments.
- **Strategic Decision-Making Models:** Frameworks to enhance decision-making in negotiations.
- **Understanding Power and Influence:** How power dynamics shape negotiation outcomes and tactics for leveraging influence.
- **Tactical Negotiation Techniques:** Opening offers, anchoring, framing, and other core negotiation tactics.
- **Creating Win-Win vs. Win-Lose Scenarios:** Striking a balance between competitive and cooperative negotiation strategies.

Day 3: Advanced Negotiation Strategies

- **Managing Multiple Parties and Interests:** Techniques for managing multi-party negotiations and complex relationships.
- **Negotiation Psychology:** Deep dive into cognitive biases, emotional triggers, and how to use them to influence outcomes.
- **Handling Difficult Negotiations:** Strategies for navigating tough negotiations, deadlocks, and high-stakes scenarios.

- **Strategic Deception and Bluffing:** When and how to use strategic misdirection in negotiations.
- **Building Rapport and Trust:** How to develop and maintain trust in competitive negotiations.

Day 4: Decision-Making Under Pressure

- **High-Pressure Decision-Making:** Understanding how pressure affects decision-making and how to perform under stress.
- **Risk Assessment in Competitive Decision-Making:** Methods for evaluating risks and rewards in dynamic competitive environments.
- **Uncertainty and Ambiguity in Negotiations:** Techniques for making decisions when information is incomplete or unclear.
- **Ethical Considerations in Negotiation:** Balancing ethical principles with competitive pressures.
- **Improving Intuition in Decision-Making:** Developing the ability to make fast, yet informed decisions in complex situations.

Day 5: Integrating Negotiation and Competitive Decision-Making

- **Aligning Negotiation and Strategy:** How negotiation strategies must align with overall business objectives and competitive strategies.
- **Long-Term Decision-Making:** Managing the balance between short-term wins and long-term relationships in negotiations.
- **Building Resilience in Negotiation:** Developing mental toughness and the ability to recover from setbacks.
- **Measuring Success in Negotiation:** Defining success criteria for negotiations and understanding how to track outcomes.
- **Refining Personal Negotiation Style:** Reflection on personal strengths and weaknesses, with strategies for continuous improvement.

Course Methodology:

A variety of methodologies will be used during the course that including:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods

- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Fees:

To be advised as per course location. This rate includes participant's manual, Hand-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session