



Just Negotiate®

AUDIENCE

Employees at all levels and from all areas of the organization.

Master the art of negotiating with clients

Just Negotiate® transforms organizations by optimizing negotiation skills and savvy. Using next-generation negotiation methods built around the ICON Negotiation Framework, participants learn to generate innovative solutions to challenging situations and relationships with external clients and within their own organizations. The workshop fosters awareness of negotiation as joint problem solving that requires understanding other parties' needs and concerns. Participants learn to develop creative options to satisfy those needs.

Participants who complete *Just Negotiate* benefit from:

- The ability to negotiate outcomes that meet strategic goals
- Increased awareness of the sources of value in negotiation
- Enhanced ability to start, sustain, and repair critical business relationships

Program Description

During *Just Negotiate*, participants learn a strategic framework for preparing, conducting, and reviewing negotiations. They practice using simple, powerful tools for understanding and planning the different phases of a negotiation. Participants apply analytical and preparation tools to their real-world work challenges, act as advisors to each other, and foster a clear understanding of effective uses for the new principles and tools back on the job. At the same time, they examine how they can manage working relationships both outside and inside their organization for negotiation success.

Through practice and application, the workshop improves participants' ability to create better, more efficient deals by providing:

- A strategic framework for preparing for and conducting negotiations
- Hands-on practice using participants' own upcoming client and internal negotiations
- Coaching and feedback about each participant's style and approach to negotiating
- Tools for continuous learning using the ICON Framework

Specifically, *Just Negotiate* enhances participants' competence in:

- Identifying key interests, their own, those of their clients, and other key stakeholders
- Fostering creativity and trust to get to optimal solutions
- Developing good communication for negotiating collaboratively
- Dealing effectively with challenges as they arise
- Using objective criteria to develop consensus in spite of conflicting views
- Strengthening relationships so parties can negotiate future agreements more effectively and efficiently

