
COURSE DESCRIPTION

W042 – Negotiating Internationally

Course goal

This course teaches skills and strategies of cross-cultural negotiation.

Main learning objectives

Upon completion of the course, participants will be able to

- understand why negotiating strategies and tactics vary between cultures
- explain how culture and mentality determine negotiating strategies and tactics
- appreciate that while in some cultures negotiations progress through linear stages, they evolve in a circular pattern elsewhere
- notice a variety of culturally-based roles and attitudes
- flexibly adapt their own negotiating style according to intercultural context, and use this effectively and successfully.

Participant profile

Technical and Managerial staff who negotiate with customers, suppliers or other business partners from other cultures.

Prerequisites

Participants should ideally have attended a previous course in Effective Intercultural Communication (e.g. W041 Intercultural Sensitivity and Effectiveness) or have considerable international working experience. Participants should also have a good level of English, as the working language of the seminar will be English.

Topics

The course draws on current research and practice in international and intercultural negotiations (among others the Harvard Model of principled negotiation). The following main areas will be covered:

- Preparation: how to frame objectives and how much to really prepare
- Relationship: the art of getting close enough yet maintaining a certain power distance; and how to see who is calling the shots, really
- Information exchange: when to give and when to take
- Checking: it is wise to check for common understanding, but who should do that?
- Signals, speech and silence: intercultural communication in negotiations
- Options: tactically avoid deadlock or progress, conflict or harmony, confrontation or co-operation, breakdown or even breakthrough
- Bidding: designing and putting forward proposals
- Bargaining: how to effectively establish alternative proposals, or restate and confirm existing ones
- Closing and concluding: establish agreement and ensuring that it really is the end of negotiation, not its beginning.

Course type

This is a face-to-face class room training with min. 8 and max. 12 participants.

Learning methods and tools

The approach will be varied and interactive, with considerable use of group work, individual reflection, and role-plays for both diagnostic purposes and for practice. Feedback will be given both by the facilitator and by peers.

Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

2 days