**Program Introduction:**
This highly interactive two-day program is designed to improve your understanding and ability to master the skill of negotiation and enhance the competitive position of your organization by drawing on the latest research in negotiation, influence and decision-making. You will gain expertise in diagnosing negotiation situations, knowing what strategies to apply in that given situation, maximizing power position, creating opportunities for joint gains, and developing trade-offs that lead to mutually beneficial agreements. The feedback and discussion sessions following each case will reinforce your newly acquired skills.

**Who Should Attend:**
This program is designed to provide managers with effective negotiation strategies and influence tactics for all kinds of business situations. All functional areas within organizations and all industry sectors can benefit from this program.

**Price/Registration:**
$2395 – full tuition (includes materials, meals and certificate of completion)
$1995 – early bird registration (available through October 7, 2016)
To register contact Kristin St. Marie at stmarie@broad.msu.edu, (517) 353-5664 or (800) 356-5705 or go online at execed.broad.msu.edu

**Location:**
The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa, and an on-site 18 hole championship golf course. The Henry Center is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this seminar.
Key Learning Outcomes:
After attending this program, you will be better equipped to:
• Negotiate more effectively with business partners, customers, and employees
• Build stronger relationships and ability to influence through skillful negotiation
• Make better decisions during the negotiation process that result in competitive advantage for your organization
• Achieve optimal decision-making through planning and diagnosing the negotiation strategy
• Ability to negotiate in complex or multiple party situations
• Understand common negotiation barriers and how to avert them

This will be achieved through discussions, hands-on exercises and feedback sessions throughout the two days.

For more information, go to: execed.broad.msu.edu

Faculty Instructor:
Jennifer Dunn, Ph.D.,
Assistant Professor of Management,
Broad College of Business,
Michigan State University

Schedule:
Day 1
9:00-12:00 p.m.
• Introduction and Overview
• Individual Negotiation Exercise
• Planning and Diagnosing Negotiations
• Target and Resistance Points
• The Importance of BATNA

12:00-1:00 p.m.
Lunch
1:00-5:00 p.m.
• Negotiation Approaches and Strategies
• Multi-issue Interactive Exercise
• Distributive versus Integrative Bargaining
• Bargaining Strategies
• Capstone Interactive Negotiations Exercise

Day 2
8:30-12:00 p.m.
• Issues that Add Complexity to Negotiations: Group Issues
• Group Interactive Negotiations
• Exercise
• Debriefing

12:00-1:00 p.m.
Lunch
1:00-4:30 p.m.
• Negotiation Tricks and Lessons
• Case Analysis of Real World Negotiations
• Discussion and Conclusion

Program content is correct at the time of printing, but may be subject to change.

Participating Companies from Recent Years:
AIAG
Air University (USAF)
American Axle and Manufacturing
Apple, Inc.
BBK
Baraga Telephone
Bekum America
Boeing
Bosch
CIA
Cascade Engineering
Department of Defense
Dickson Data
Dowding Industries
Eaton Corporation
Eaton Steel
Ericsson
Excela Manufacturing
Fiat Chrysler Automobiles
FordDirect.com
General Electric
Gentex Corporation
Gerber Products
Great Lakes Wine & Spirits
Hudsonville Ice Cream
Huppert Engineering
Irvin Automotive
John Deere
Johnson Rauhoff
Kent ISD
Kent Power
Lacks Enterprises
Little Caesar’s
MSU
Magna E-Car Systems
Michigan Schools & Govt. Credit Union
Oakwood Hospital
Open Systems Technology
Peninsula Fiber Network
PPG Industries
Pratt & Whitney
Reflexite
The Rock Group
Sparrow Physicians Health Network
SPI Pharma, Inc.
State of Michigan
Steelcase
TechSmith
Terumo Cardiovascular Systems
Tube Fab/Roman Engineering
Turfgrass
US Transcom
Votorantim Cimentos
Wescast Industries
ZF Axle Drives

Comments from Seminar Participants:
“I’ve taken 3 university-run courses in the past 6 months – the delivery and balance of slides and practical application was the best I’ve seen.”

“The Power, Influence and Negotiation program was a great experience. The various role playing scenarios are fun and exciting ways to teach the techniques to use in various types of negotiations. This course forces the student to think differently in business and in other life situations.”