

1 FIRST
OF ALL:
STAY
ON TOP

MASTERING NEGOTIATIONS

April 27–29, 2016
November 28–30, 2016
ESMT Campus, Berlin

**BECOME AWARE OF YOUR NEGOTIATION
STYLE AND DISCOVER HOW TO CAPITALIZE ON
STRENGTHS WHILE MITIGATING WEAKNESSES**



**Executive Education
Ranking 2015**

**The most recent international rankings
confirm the program excellence at ESMT**

Financial Times ranks ESMT 11th worldwide in
executive education and number one in Germany

A professional headshot of Jens Weinmann, a man with short brown hair, wearing a dark pinstriped suit jacket over a blue button-down shirt. He is looking directly at the camera with a slight smile. The background is a plain, light grey.

JENS WEINMANN, NEGa Program Director

NEGa FACULTY

JENS WEINMANN (PROGRAM DIRECTOR)

is a program director at ESMT. He was the project manager of a research project financed by the German Federal Ministry for the Environment. Jens also worked as a manager at the economic consultancy ESMT Competition Analysis. He is the co-author of the *ESMT Innovation Index – Electricity Supply Industry* and of *The Decentralized Energy Revolution – Business Strategies for a New Paradigm*. He graduated with a diploma in energy engineering from TU Berlin and received his PhD from the London Business School. His research focus lies in the analysis of decision making in regulation, competition policy, and innovation, with a special interest in energy and transport. His academic experience includes fellowships at the Kennedy School of Government, Harvard University, and the Florence School of Regulation, European University Institute. Jens is the chairman of the judging committee at the product innovation awards of *European Utility Week* and mentor at Startup Bootcamp Berlin.

MATT MULFORD

is a visiting lecturer at ESMT, a senior research fellow at the London School of Economics, and an affiliate professor at HEC Paris. He is the founding dean of the TRIUM Global Executive MBA program. Prior to the deanship, he was a senior lecturer in quantitative methods and negotiation analysis at the London School of Economics. His research interests include the psychology of judgment and decision making in interdependent interactions, negotiation analysis, experimental game theory, and experimental research design.

TUITION*

€3,300

Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible.

According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

*Tuition includes all program material, on-campus meals, and selected evening events.

For general terms and conditions go to:
www.esmt.org/gtc

WHO SHOULD ATTEND

Senior or mid-level executives who wish to gain an additional boost in their negotiation skills. Past participants include division/department heads and vice presidents of large multinational companies who deal with complex negotiation challenges, as well as partners of professional services firms and heads of regional or country units.

INDIVIDUAL KEY BENEFITS

This program will help executives enhance their conceptual, strategic, and practical understanding of effective bargaining situations and refine their critical negotiating skills. Participants will gain a crucial understanding of how to set up winning, value-added situations for all parties involved.

ORGANIZATIONAL BENEFITS

All ESMT programs are practice-oriented. This means that participants profit from the current state of research being applied in business today, research that can be implemented once participants return to their organizations. Furthermore, the programs provide both the participants and their organizations with fresh perspectives and a solid network of global contacts. In addition, each program is an opportunity to promote and retain valuable personnel.

Negotiators rarely get a second chance at the same negotiation and often receive little or no feedback on the efficacy of their performance. Mastering Negotiations (NEGa) helps executives improve their conceptual understanding of the negotiation process with an intellectual framework to organize these interactions. Participants will learn the art of negotiation and value creation by using new concepts tailored to different types of deals. They will become aware of their particular negotiation style and discover how to capitalize on their strengths while mitigating their weaknesses.

This program has been designed for accomplished professionals working for first-class companies who frequently conduct negotiations within the firm as well as with outside parties.

TOPICS INCLUDE

- ✓ Key principles and frameworks to employ when preparing for and conducting negotiations
- ✓ Strengths and weaknesses of various negotiation tactics and basic negotiation styles
- ✓ Techniques for goal-setting and the assessment of offers; evaluation of alternatives and walk-away situations
- ✓ Identification and removal of barriers to agreement, establishment of trust, conflict mitigation, and resolution; cooperation and negotiation in teams
- ✓ Multi-party negotiations, coalition dynamics, creation of lasting alliances, and sustainable agreements
- ✓ Game-theory approaches to strategic interactions and identification of power asymmetries

METHODS

We have designed an experience-based program for executives. As a result, NEGa relies on methods specifically chosen for this group, including business cases, lectures, discussions with peers and faculty, individual and group work, and plenary discussions.

NEGa PARTICIPANT GROUPS

REPRESENTATIVE JOB TITLES OF FORMER PARTICIPANTS INCLUDE

Account Manager, Acquisition Manager, Actuarial Manager, Business Analyst, CEO, CFO, Chief Underwriter, Commercial Engineer, Director of Strategic Marketing, Director Project and Services, Financial Analyst, Financial Systems Specialist, Head of Sales, Head of Talent Management, Key Account Manager, Lead Buyer, Legal Counsel, Operations Director, Principal, Senior Expert, Senior Underwriter, Technical Director, Vice President

COMPANIES REPRESENTED INCLUDE

Acciona Energy Poland Global, Allianz, Almeer Group, Alston & Bird, B. Braun Melsungen, BASF, Bayer, BMW, Bombardier Transportation, Boston Consulting Group, Brownian E-Motions, CLAAS, CNN International, Commerzbank, Continental, Daimler, Deutsche Bank, Deutsche Post, Deutsche Telekom, E.ON, EADS, Evonik Industries, Felix Schoeller Holding, Gazprom Germania, Hacı Ömer Sabancı Holding, Henkel, International Moscow Bank, Japan Tobacco, KPMG, Lufthansa, MAN, Merck, MOL Hungarian Oil and Gas Public, Münchner Rück, National Bank of Poland, Nokia Solutions and Networks, OOO Nanobarrier, Philips, Robert Bosch, Sanofi-Aventis Deutschland, SAP Deutschland, Siemens, Turner Broadcasting System, Voith Paper, VR Leasing, ThyssenKrupp, UniCredit

COUNTRIES REPRESENTED INCLUDE

Austria, Bahrain, Belgium, Bulgaria, Canada, China, Czech Republic, Denmark, France, Germany, Hungary, India, Indonesia, Ireland, Italy, Japan, Liechtenstein, Luxembourg, the Netherlands, Norway, Poland, Romania, Russia, Singapore, Slovakia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States

POSTGRADUATE DIPLOMA IN MANAGEMENT – YOUR RETURN ON INVESTMENT

The Postgraduate Diploma in Management is a new university-level certificate offered by ESMT. To acquire this diploma, candidates have to enroll for a minimum of three program weeks (18 days) spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Management of Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will also advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

NEGa is part of the cluster Decision Making and Negotiations and counts toward 3 of the 18 days necessary to gain the diploma.



For more information go to:
www.esmt.org/postgraduatediploma



ESMT means learning differently: from others, from experience, interactively in group exercises. Mastering Negotiations met all my expectations, with a professional preparation by the ESMT team and a group of qualified participants.

*Marty-Joern Klein, Director Institutional Clients,
Allianz Global Investors*



ADMISSIONS AND PROGRAM MANAGER

Our admissions manager, Laura Campos, will be glad to answer any questions you might have regarding this program.

Please also contact her with respect to the program's organization and your accommodation during the program.

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