

1 FIRST
OF ALL:
STAY
ON TOP

HIGH-IMPACT NEGOTIATOR

December 1–2, 2016
ESMT Campus, Berlin

REFINE YOUR ACUMEN WITH
PROFESSIONAL FEEDBACK ON
YOUR NEGOTIATION BEHAVIOR



**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



FRANZISKA FRANK, NEGb Program Director

NEGb FACULTY

FRANZISKA FRANK (PROGRAM DIRECTOR)

is a program director and head of business development Russia and Eastern Europe at ESMT. Her teaching and research focus on international growth strategies, behavioral decision making, cross-cultural issues, and negotiations. Before coming to ESMT, Franziska worked for six years as a consultant with the Boston Consulting Group. Her focus was on insurance and media projects. She has also gained professional experience as a lawyer and a freelance journalist. In addition, Franziska's areas of competency lie in Russia and Eastern Europe. In her programs for Russian and Eastern European companies, she teaches sessions in both Russian and English. She has also published on specific cross-cultural topics about Russia.

ANDREAS BERNHARDT

is an executive development advisor and the lead coach at ESMT. He has more than 20 years of practical leadership development experience with executives from more than 30 countries and has designed and delivered executive programs for several international companies. He teaches and coaches in the areas of leadership, organizational behavior, negotiations, and change.

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*

€3,200

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 focus on their individual negotiation styles and better understand the psychological make-up of the opposite side.

INDIVIDUAL KEY BENEFITS

Executives will gain a precise understanding of the prevalent behavioral patterns that may undermine their positions at the negotiation table while exploring different behavioral options and learning to practice them as they fine-tune their negotiation skills.

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.

The High-Impact Negotiator (NEGb) has been designed for executives who are sure of their systematic, conceptual grasp of negotiation strategies and have mastered the particular skills needed to prepare and carry out successful negotiations. Nevertheless, they are rarely aware of how others perceive them, or how their negotiating style may have them leaving money on the table. For these executives, it may be time to refine their acumen with professional, unbiased, and constructive feedback on their individual negotiation behavior.

Over two days of rigorous, intensive work sessions, participants will be presented with tough, role-based negotiation scenarios – some with peers, others with actors – and learn to be acute self-observers. Working in small groups of four to eight people, their performances will be monitored by faculty and/or video. This seminar will bring participants to negotiation tables and offer them a deeper understanding of how specific behaviors evoke certain responses from negotiation partners. They will also gain a deeper understanding of the role of emotion in negotiation: how to leverage it, channel it, and diffuse it in strategically beneficial ways. Armed with these insights, participants will be better able to self-monitor and guide their strategic behavior for future negotiation success.

TOPICS INCLUDE

- ✓ Receiving individual feedback on negotiation strategy, behavior, and style in different scenarios
- ✓ Using videos of negotiations to better understand options
- ✓ Receiving feedback on conflict-resolution style; expanding the options of how to cope with conflicts in negotiations
- ✓ Understanding how to interpret and deal with emotions while negotiating

METHODS

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

NEGb PARTICIPANT GROUPS

REPRESENTATIVE JOB TITLES OF FORMER PARTICIPANTS INCLUDE

After Sales Manager, Audit Manager, CEO, Compliance Officer, Corporate Attorney, Director Business Development & Licensing, Director of Corporates, Director Strategy and Market Development, Global Brand Manager, Global Franchise Manager, Head of Client Service and Process Management, Head of Contract Management, Head of Digital Marketing, Head of Market Rules, Head of Third Party Relations, Key Account Manager, Pricing Manager, Procurement Manager, Project Manager, Sales Manager, Senior Acquisition Manager, Supply Chain Manager, Venture Validation Manager, Vice President

COMPANIES REPRESENTED INCLUDE

Allianz, Bayer, Bombardier, Daimler, Deutsche Bank, E.ON, EADS Deutschland, Gazprom Germania, Gumlink Confectionary, Lasertec, Lufthansa, MAN, Merck, RWE, Saui Fransi Capital, T. Garanti Bankasi, Thermo Fisher Scientific, ThyssenKrupp, Turner Broadcasting System, UniCredit Bank, Vattenfall

COUNTRIES REPRESENTED INCLUDE

Austria, Bulgaria, Canada, Croatia, Denmark, France, Germany, Hungary, Italy, the Netherlands, Poland, Portugal, Romania, Russia, Saudi Arabia, Spain, Sweden, Switzerland, Turkey, United Kingdom

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.

NEGb is part of the cluster Decision Making and Negotiations and counts toward 2 of the 18 days necessary to gain the diploma.



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



Best training experience in my professional life! I am extremely grateful.

*Juan Tito, Sales Director,
Siemens AG*



ADMISSIONS MANAGER

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

+49 30 212 31 8049
laura.campos@esmt.org



PROGRAM MANAGER

With respect to the program's organization and your accommodation during the program, please contact the program manager, Dan Chang.

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dan.chang@esmt.org

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