Strategic Negotiations: The Winning Edge

A customizable negotiation skills development program offered by the Ted Rogers School of Management Executive and Corporate Education

This program can be tailored for professional service firms, a wide range of corporate organizations, federal, provincial and municipal government entities and not-for-profit organizations.

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Real-world practitioners, real-life steps to success

In negotiating, what you don’t know can hurt you

Even if “negotiator” isn’t in your official job description, it is critical to both your personal and professional success. Every time you engage with someone in a decision, a contract, a sale or a new venture, it involves some degree of formal or informal negotiation. If you are untrained in the art of negotiation, you may be walking into a minefield.

The tools and frameworks presented in this program are designed to give you the foundations of successful negotiation, and include:

- Identifying the crucial determinants of becoming a top negotiator
- Understanding critical aspects to design your deal for success
- Learning the seven top principles about messaging during a negotiation
- Initiating eleven key activities while at the negotiating table
- Identifying and practicing essential behaviours for building and maintaining trustworthy relationships during and after negotiations
- A stronger, more sure-footed team
- Ability to handle more in-house negotiations
- New and creative approaches to ensure the satisfaction of all stakeholders in a negotiation
- Expedited process for achieving organizational goals
- Learning negotiation language – what to say, what not to say, when to talk, when to listen
- Learning how to use and control emotion to your benefit
- Being familiar with the ethics of negotiation
- Confidence in preparing for future negotiations
- Understanding the underlying structure of any negotiation before it begins
- Learning how to avoid negotiation traps
- Knowing when to offer a concession to gain the more coveted outcomes

Key benefits

Strategic Negotiations:

The Winning Edge Program is designed to help participants identify, implement and sharpen negotiation skills, which will have both personal and organizational benefits.

Benefits for Individuals

- A stronger, more sure-footed team
- Ability to handle more in-house negotiations
- New and creative approaches to ensure the satisfaction of all stakeholders in a negotiation
- Expedited process for achieving organizational goals
- Learning negotiation language – what to say, what not to say, when to talk, when to listen
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Benefits for Organizations

- A stronger, more sure-footed team
- Ability to handle more in-house negotiations
- New and creative approaches to ensure the satisfaction of all stakeholders in a negotiation
- Expedited process for achieving organizational goals
- Learning negotiation language – what to say, what not to say, when to talk, when to listen
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Facilitators for “Strategic Negotiations: The Winning Edge”

Dr. Maurice Mazerolle
Associate Professor,
Department of Human Resources and Associate Director of Student Affairs, Ted Rogers School of Management, Ryerson University

The Honourable David C. Dingwall, P.C., Q.C.
Distinguished Visiting Professor, Ted Rogers School of Management, Ryerson University

“Whether you’re negotiating contracts on behalf of 10,000 employees or in a conflict with one person, the principles of negotiations are the same. Following an established framework leads to the best outcomes, but you must understand and practice the steps in order to be successful.”

Dr. Maurice Mazerolle
Associate Professor,
Department of Human Resources and Associate Director of Student Affairs, Ted Rogers School of Management, Ryerson University

David Dingwall has been a distinguished visiting professor at the Ted Rogers School of Management since May 2011 and is presently counsel to the Toronto law firm of Affleck Greene McMurtry LLP, where he specializes in dispute resolution, negotiation and arbitration. He also serves as Chairman and CEO of The Darius Group. Previously, Hon. Dingwall served as Canada’s Minister of Health, Minister of Public Works and Government Services, and Minister responsible for Canada Mortgage and Housing Corporation and Canada Post.

David Dingwall’s book “Negotiating so Everyone Wins”, with a forward by Jean Chretien, was published in April 2016.
Strategic Negotiations:

The Winning Edge Program is a customizable executive program that will be tailored to your organization’s strategy, culture and talent development objectives. This Program can be customized to be 1-3 days in length and will enable and engage employees at all levels in your organization to be more effective negotiators.

Sample Program Modules

MODULE 1: Importance of Preparation
- Defining Issues and Interests
- Setting Targets
- Analyzing the Other Party
- Setting Targets and Asking Prices

MODULE 2: Getting a Mandate
- Assessing Constituents and Context
- Team Building
- Verbal vs. Written Mandates

MODULE 3: Establishing Ground Rules
- Determining Protocols
- Pre-Negotiation Checklist
- Start Your Talks on the Right Foot
- Building Trust at the Bargaining Table

MODULE 4: Communication/Messaging
- Language Characteristics
- Active Listening
- Non-Verbal Communication
- Using Social Media in your Negotiations
- Making the Most of Email Negotiations
- What to do When you Have a Failure to Communicate

MODULE 5: Caucus Management/ Multi-Party Coalition Building
- Advisory vs. Negotiating Team
- Determining Protocols
- Dealing with Difficult Members
- How to Prosper in Multi-Party Negotiations
- How to Prosper in Multi-Party Negotiations
- How to Cope When the Table Gets Crowded

MODULE 6: Designing the Deal
- Approaches to Deal Making
- Common Problems
- Design Strategies for Success
- How to Reach a More Creative Agreement in 3 Steps
- Making Them More Satisfied With Less

MODULE 7: Breaking Impasses
- Nature of Impasses (Issue and People Based)
- Common Causes of Impasses
- Strategies for Resolution
- Deal Breakers, When Impasse Seems Inevitable
- At an Impasse, Finding a Trusted Bridge Builder

MODULE 8: Closure (Implementation, Selling the Deal)
- Common Mistakes
- Marketing Strategies for Success
- Follow-up Resolution Building
- Damage Control for Disappointing Results

MODULE 9: Ethical Negotiations
- Approaches to Ethical Reasoning
- Use of Ethically Ambiguous Tactics
- Unethical Tactics and Negotiations with Liars
- Dealing with Deception
- Are you Prepared for Dirty Tricks?
- What are our Ethical Blind Spots in Negotiations?

MODULE 10: Modern Challenges
- Principals and Agents
- International Negotiations
- Post Settlement – Settlement
- Reputation Management

To find out how Ted Rogers School of Management’s Strategic Negotiations Program can broaden and enrich the leadership capabilities within your organization, please contact us: trsmexeced@ryerson.ca 416-979-5287 ryerson.ca/tedrogersschool/execed