

Program Learning Outline

Negotiate Agreements @ Aspiration Point...or Nothing! Excelsior Learning 2025

Purpose: **Negotiate Agreements @ Aspiration Point...or Nothing!**[™] is a dynamic one day negotiation skills training program that provides individuals and teams with a powerful combination of **Collaborative**, **Competitive** and **People-Centered** Negotiation Strategies[™] and tools to negotiate more profitable agreements.



Audience: The target audience for the program is professionals who have a responsibility to negotiate more profitable agreements for their organization and a need to strengthen their negotiation muscle.

Objectives: Upon program completion, participants will be skilled to...

- Apply a focused planning framework to plan for and manage negotiations.
- Apply **Collaborative Negotiation Strategies**[™] to expand the size and value of the negotiation pie.
- Apply **Competitive Negotiation Strategies**[™] to compete for a larger slice.
- Apply **People-Centered Negotiation Strategies**[™] to strengthen credibility, trust and working relationships with key people.

Experience Description: In this fast-paced, hands-on program participants apply the strategies and tools to develop focused negotiation plans, to practice the skills via multiple role-play simulations and learning exercises and to receive peer and expert coaching feedback. This framework enables them to encounter immediate learning, to strengthen their skills and to increase their confidence level.

Additionally, participants participate in the post-program *Anchor the Skills Challenge*[™] where they apply the skills, strategies and tools in their negotiations and receive expert coaching feedback to anchor them as a *sticky repeatable habit*.

Pre-Program: Participants complete the following in advance of attending the program:

- Bursts Self-Assessment Survey – a self-assessment of applying **Collaborative**, **Competitive** and **People-Centered Negotiation Strategies**[™]

Timing	Content	Methods
5 min.	1. Program Introduction ■ Sponsor introduces the purpose and expected outcomes of the program. Facilitator outlines the agenda and flow.	Discussion
20 mins.	2. A Creative-Problem-Solving Mind, Skill and Tool Set ■ Facilitator discusses the factors that impact negotiations.	Discussion
½ hr.	3. A Potent Mix of Collaborative, Competitive and People-Centered Negotiation Strategies ■ Facilitator presents a potent mix of strategies and tools: - Prioritize High Potential Negotiations - Identify Aspiration and Reservation Points, BATNA and Bargaining Space - Ask Insightful Discovery Questions, Exchange and Update Information - Clarify the Real Interests, Issues and Priorities - Identify Faulty Beliefs, Biases and Assumptions - Use a Potent Mix of Discovery and Advocacy Skills	Presentation
1 ¼ hrs.	4. 1st Negotiation Case Simulation ■ Facilitator introduces 1st negotiation case simulation. ■ Participants use the Negotiation/Influence Planning Tool™ to plan for the negotiation case simulation. ■ Participants negotiate the case. ■ Facilitator debriefs negotiation results and anchors in final learning points.	Discussion Planning Negotiation Coaching
½ hr.	5. A 2nd Potent Mix of Collaborative Competitive and People-Centered Negotiation Strategies ■ Facilitator presents a 2nd potent mix of strategies and tools: - Anchor with a First-Offer Proposal and Counteroffer any Unacceptable Proposal - Use Data and Objective Standards to Frame Rationale and Proposals - Use Linkage when Trading off on Alternatives - Find Ways to Modify the Issue-Set - Negotiate Packages of Issues vs. Single-Issue Proposals - Take Action to Build Credibility, Trust & Relationships - Present Compelling Evidence to Connect on both a Logical and Emotional Level	Presentation

Timing	Content	Methods
1 ¼ hrs.	6. 2nd Negotiation Case Simulation ■ Facilitator introduces the 2nd negotiation case simulation. ■ Participants use the Negotiation/Influence Planning Tool™ to plan for the negotiation case simulation. ■ Participants negotiate the case. ■ Facilitator debriefs negotiation results and anchors in final learning points.	Discussion Planning Negotiation Coaching
¾ hr.	Working Lunch	
¾ hr.	7. A 3rd Potent Mix of Collaborative, Competitive and People-Centered Negotiation Strategies ■ Facilitator introduces a 3rd potent mix of strategies and tools: - Avoid Using Ranges and Splitting the Difference - Signal Position with Size and Rate of Concessions - Make Multiple Simultaneous Proposals - Develop Contingency Agreements - Adapt Negotiating Style to Improve Effectiveness - Negotiate the Negotiation Process - Negotiate Disputes by Leveraging Interests, Rights and Power	Presentation
2 ¼ hrs.	8. 3rd Negotiation Case Simulation ■ Facilitator introduces the 3rd negotiation case simulation. ■ Participants use the Negotiation/Influence Planning Tool™ (in teams) for the negotiation case simulation. ■ Participants negotiate (in teams) the case. ■ Facilitator debriefs negotiation results and anchors in final learning points.	Discussion Planning Negotiation Coaching
20 min.	9. The Post Program Anchor the Skills Challenge™ and Key Learning's ■ Facilitator introduces the post program Anchor the Skills Challenge™ to further strengthen the skills and use of the strategies to anchor their use as a <i>sticky repeatable habit</i>. ■ Teams organize and plan for the Challenge. ■ Participants share key program learning. Sponsor makes closing remarks.	Discussion Application Feedback