

ABOUT THE EXPERT

Dr. William L. Ury cofounded and serves as associate director of the Program on Negotiation at Harvard Law School. He is the coauthor, with Roger Fisher, of *Getting to Yes: Negotiating Agreement Without Giving In*, a multi-million copy best-selling book translated into 22 languages.

In addition, he authored *Getting Past No: Negotiating with Difficult People*, and *Getting to Peace*. Dr. Ury is an internationally known specialist in negotiation and conflict resolution, and regularly speaks to corporate executives, labor leaders, diplomats, and military officers.

His clients range from Fortune 100 corporations to the Pentagon and the State and Treasury Departments. As director of the Nuclear Negotiation Project at Harvard Law School, Dr. Ury was also actively involved in the creation of nuclear reduction centers in Washington and Moscow.

IGNITE TALENT

NEGOTIATING TO YES

Negotiating to Yes is an extremely valuable research-based program that will help your people become better negotiators. The program is based on Principled Negotiation, a method of mediation in which people negotiate on the merits of the problem to reach agreements that are satisfying to both parties. The goal is to find the most profitable way to complete a deal that works for both sides, at the same time building strong, trusting relationships.

PROGRAM OVERVIEW

Negotiations are a part of everyday life, and they need to be handled with a clear focus and a principled philosophy. Traditional thinking about negotiation says each side takes a position, argues for it, and makes concessions until agreement – or compromise – is reached. This type of positional bargaining is usually win/lose, short-term, and destroys the relationship. In contrast, the win/win approach of *Negotiating to Yes* has proven to be highly successful in both business and social negotiations, particularly where significant outcomes are at stake.

PROGRAM DETAILS

Negotiating to Yes is a flexible, one- or two-day, instructor-led program designed to help participants turn face-to-face confrontation into side-by-side problem solving. It is simple, efficient, and universally applicable. The objective is not to destroy the other side, but to find the most profitable way to complete a deal that works for both sides. Participants discover what makes negotiation important by examining how most decisions in life require negotiating, whom they negotiate with, and how frequently they negotiate.

OUTCOMES

- Participants will understand negotiations within a conceptual framework – including a language and a process to use before, during, and after a negotiation.
- Participants will be able to apply a proven strategy for negotiating that enables them to pursue their interests without giving in or getting into confrontation.
- Participants will learn how to deal with people who use dirty tricks or hard bargaining tactics.
- Participants will focus on negotiated outcomes reached with integrity and fairness due to the creative exploration of alternative ideas and options.
- Participants will learn to reach more satisfying solutions to which both parties truly commit.

MEASUREMENT AND MANAGEMENT

At the end of the course, participants will have applied the five elements of the Principled Negotiation method – 1. People, 2. Interests, 3. Options, 4. Best Alternative To a Negotiated Agreement (BATNA), and 5. Independent Standards – in a major case study and a personal business situation to demonstrate their understanding of the principles in a practical, real-world application.