



# A masterclass in Negotiating International Agreements

In the world of international business, negotiation is an essential ingredient in getting things done. Sometimes we may be conducting big, complex negotiations such as mergers and acquisitions, while on a day-to-day basis it underlies all business-to-business transactions. Internally, companies negotiate budgets, HR issues and the best policy strategies.

Most business people negotiate reasonably well. But they generally don't fully comprehend the psychological underpinnings of negotiation and how to use this knowledge to get the best results – not only to meet their own objectives, but also to achieve outcomes that will satisfy their counterparts.

Negotiation is not a competitive sport where the sole objective is to win. This approach may produce satisfying results some of the time, but it may also lead to missed opportunities that a more cooperative approach could yield.

*This short masterclass has been designed to take participants beyond what they do instinctively, and give them the concepts, tools, and techniques to plan and conduct much more successful negotiations.*

## **Program:**

08.30 – 08.45

*Registration, coffee, networking*

08.45 – 10.30

## **Praktiskt**

### **Datum och tid**

10 september 2019

08:30 - 14:30

### **Plats**

Handelskammaren, Malmö  
Börshuset, Skeppsbron 2,  
Malmö

### **Pris & övrig information**

1995 kr/pers för  
medlemsföretag i  
Handelskammaren.  
2495 kr/pers för icke  
medlemmar.

Moms tillkommer. Anmälan  
är bindande, men platsen  
kan överlåtas.

Observera att vid  
avanmälan, senare än fyra  
dagar innan  
arrangemanget, utgår full  
avgift.

*Vi inleder med frukostfralla*

## *What every negotiator needs to do better*

- **Decision-Making:** Human beings are hard-wired to make less than optimal decisions. In this short session, participants will learn how to avoid traps that can lead to poor choices during negotiations.
- **Persuasion and Influence:** Good negotiators need to be effective at persuading counterparts on the other side of the negotiating table. This lively session will draw on the works of Aristotle the latest research.

10.30 – 10.45

### **Coffee Break**

10.45 – 12.00

- **Key principals of Negotiation** – an explanatory framework. The fundamentals of reciprocity and interests-based negotiations, differentiating between claiming and creating value so that both parties can achieve positive and implementable outcomes.
- **Interactive Case Studies** – case study and roles will be distributed.

12.00 – 12.30

### **Lunch**

12.30 – 14.30

- **Interactive Case Studies**

*Tim Cullen MBE is Chairman of TCA Limited, a specialist international teaching and advisory firm. He is also the founder of Oxford University's Programme on Negotiation, in which he is the lead teacher. He is a Visiting Professor at the Guanghua School of Business at Peking University (Beijing), teaches negotiation in the EMBA programme at Stockholm Business School, and has taught negotiation in more than 20 countries. Tim is the former Chief Spokesman of the World Bank, where he worked for 21 years. He is the founder of the Small Countries Financial Management Centre and received an MBE in the June 2014 Queen's Birthday Honours for services to international financial management in recognition of his pro bono work for this very successful initiative.*

## **Kontaktpersoner**

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*och kaffe!*

Sista anmälningdag är  
den 4 september.

*1 plats kvar!*

## Plats

Handelskammaren, Malmö Börshus, Skeppsbron 2, Malmö



## Läs mer

<https://handelskammaren.com/evenemang/a-masterclass-in-negotiating-international-agreements-2/>



**Handelskammaren**  
I sydsvenska företags intresse