



Smurfit Executive Development

UCD Michael Smurfit Graduate Business School

# WINNING NEGOTIATION STRATEGIES



EXECUTIVE  
EDUCATION  
2025 RANKING

1

IN IRELAND  
FOR OPEN ENROLMENT

47

GLOBALLY  
FOR OPEN ENROLMENT

56

GLOBALLY  
FOR CUSTOM PROGRAMMES

## COURSE OVERVIEW

Negotiation is a critical skill for competitiveness in all businesses, but how much time do you place on shaping your negotiation strategies and sharpening your skills? Few of us enter negotiations with much more than our instincts and some cursory planning, exposing ourselves to risk if our opponent is better prepared or has a greater arsenal of negotiation tactics. Sometimes we don't know even how well - or how badly - we have fared in the negotiation; our opponents certainly don't tell us. At best we have a subjective feeling for what is a satisfactory outcome, without giving much consideration to what could have been achieved with a better negotiation strategy.

This course will give the participant the tools and skills needed to defend their interests and attain their goals in negotiation. It provides strategies for achieving better outcomes and even the most experienced negotiators will enhance their negotiation skills by adopting a comprehensive framework of negotiation strategies, expanding their repertoire of tactics, and reflecting on their style, strengths and weaknesses.

The course combines action learning, practical insights, and leading-edge theoretical concepts. A strong emphasis is placed on skill development and practice through the use of role-play and diagnostic reflection.

## Who is this course for?

- Managers and business owners in a wide range of business disciplines, in both the public and private sectors for whom successful negotiation with colleagues is critical to performance;
- Sales and business development executives who must negotiate to achieve a balance of satisfying customer interests and protecting their own;
- Purchasing executives who need to explore ways of creating and capturing more value in supplier relationships;
- Senior managers who wish to strengthen their negotiation hand when working with stakeholders such as board members, business partners and regulators.

## Key Benefits

- Achieve greater effectiveness at the negotiating table, especially when confronting challenges such as hard bargainers;
- Craft deals that create maximum value for all parties on a sustainable basis;
- Productively manage the tension between creating value jointly and claiming value individually;
- Effectively handle complexities, dealing with multiple parties, issues and agendas and negotiating around evolving time frames;
- Apply clear principles for internal negotiations and the management of conflict within and between organisational teams and divisions;
- Manage emotions and people-related problems in negotiations and conflict situations.

## COURSE CONTENT

### Identifying Negotiation Strengths and Weaknesses

Participants will be facilitated in assessing their personal strengths and weaknesses as negotiators, to prime them for rapid learning over the duration of this course.

### Preparing for Negotiations

A comprehensive framework is presented that enables participants to prepare a strategic approach for any negotiation.

### Going Beyond Win-win Negotiation

Win-win is the most widely-misunderstood concept in the field of negotiation and many common misconceptions expose negotiators to unnecessary risks and sub-optimal outcomes. Participants will learn how to satisfy the interests of other parties while protecting their own interests and enhancing their own outcomes.

### Hard Bargaining

Participants will learn the dynamics of bargaining situations and the secrets of effective bargaining skills, and how to combine these into a negotiation strategy that is both co-operative and competitive.

### Internal Negotiations and Influence

In many organisations, executives spend as much time or more negotiating with and trying to influence their peers and managers as they do with external parties. Tactics and strategies for internal influence and negotiation are explicitly addressed in this workshop.

### Power

Negotiators who find themselves at an apparent disadvantage can at times do a considerable amount to improve their power. Participants will explore and practice a range of techniques for increasing their power in negotiations.

### Conflict Management and Dispute Resolution

Managing conflict and resolving disputes are key challenges for executives. Supported by a challenging dispute resolution exercise, participants will learn the do's and don'ts for cost-effective and satisfactory management of conflict through negotiation.

### Multi-party Negotiation

The presence of more than two parties can considerably complicate a negotiation. Participants will learn how to navigate their way through multi-party negotiations.

### Role-play and Debriefing

Role-plays will be used throughout the course to provide participants with the opportunity to practice their negotiation skills and test new tactics.

*The course was fantastic. Stephen Boyle is engaging, energetic and knowledgeable and the interactive case studies proved to be very valuable learning sessions. Overall the course was fast-paced, thought-provoking and fun and provides the tools for effective negotiation in business settings and beyond.*

**Aoife Bradshaw, Principal Consultant,  
MERC Partners**





## APPLICATION INFORMATION

### Structure

The short courses are delivered over three consecutive days on campus at UCD Michael Smurfit Graduate Business School, Blackrock, Co. Dublin.

Each course utilises a number of highly dynamic and interactive teaching methods, including individual feedback sessions, case studies, classroom discussions, lectures and practical exercises. Participants are typically divided into small groups designed to foster a high level of trust between participants and faculty, thereby creating a powerful and enriching learning environment.

### Fees

The fee of €3,000 or €2,700 (UCD Business Alumni Rate) is a comprehensive cost that includes your tuition, all course related materials, lunches and refreshments while on campus etc. There are no additional overheads. Please note that fees must be paid in advance in order to secure a place.

### Application Procedure

A completed application form and digital photograph are required.

### How to Apply

To apply for any of our short courses, please contact a member of our team on +353 1 716 8889, email [exec.dev@ucd.ie](mailto:exec.dev@ucd.ie) or visit [www.smurfitschool.ie/executivedevelopment](http://www.smurfitschool.ie/executivedevelopment)

## FACULTY

Our dedicated team of faculty are widely recognised as skilled educators, ground-breaking researchers and accomplished authors. Through publishing, consulting and teaching they leverage their business expertise and field-based research to deliver programmes, encourage participants to develop new ways of thinking, widen their perspectives and to understand their own challenges and capabilities. The faculty present topics in a range of engaging methods such as 'action learning' projects, case studies, role plays, individual assessment and one-on-one coaching, so as to deliver unique and lasting learning experience.

## Smurfit Executive Development

As part of Ireland's leading business school, Smurfit Executive Development programmes are designed to provide the business leaders of today and tomorrow with a transformational experience. We are one of an elite group of schools worldwide to hold triple accreditation from AACSB (US), EQUIS (Europe) and AMBA (UK) and are the only Irish member of the leading international business school alliances CEMS, GNAM and PIM.

UCD Smurfit Executive Development is a member of UNICON, an invitation-only alliance of the world's leading university-based executive education providers. UCD Smurfit Executive Development has been ranked 1st in Ireland, 19th in the EU and 31st in the world for its Open Enrolment programmes according to the prestigious 2022 Financial Times Executive Education Rankings. By offering a world-class range of customised, diploma and open enrolment programmes, Smurfit Executive Development helps executives and their organisations create new opportunities to drive growth and create value.



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Please note that every effort has been made to ensure the information in this publication is correct. However, details may be subject to change without notice.

**CHANGE STARTS HERE**