BUSINESS NEGOTIATION SKILLS
Differences are Opportunities

Negotiation is the art and science of securing agreements between two or more independent parties. Effective negotiation – whether with partners, employers, managers, clients, or colleagues – is a foundational skill in management and leadership.

Program Description

Although individuals aim to achieve the best possible outcome in any negotiation, differences with other parties may seem insurmountable. The most effective negotiators capitalize on strengths while understanding how to leverage the differing perspectives of those around the table. This course is designed to help you better understand how differences can be opportunities rather than obstacles in a negotiation, and teaches proven effective strategies that can help you attain a better outcome. Not only will this course teach you how to use differences to gain a positional advantage, it will also help you to better understand how varying demographics can influence the negotiation process. You will have the opportunity to develop your skills by participating in live negotiations in a variety of diverse settings, integrating your personal experiences with key principles from exercises and course discussions.

Learning Outcomes

- Attain a comprehensive understanding of effective negotiation skills
- Enhance your analytical capabilities to better understand the behavior of others at the negotiating table
- Improve your ability to anticipate differences in negotiation strategy that may cause misunderstandings
- Analyze diverse perspectives to identify differences in preferences that may create integrative potential

Faculty

Ashleigh Shelby Rosette is an Associate Professor of Management and Organizations and a Center of Leadership and Ethics scholar at the Fuqua School of Business at Duke University. She is an award-winning instructor who studies leadership, negotiations, and diversity in organizational settings. In her negotiations research, she examines the influence of affect and culture on negotiation process and negotiated outcomes. In her diversity research, she explores social and contextual factors that influence diversity-related perceptions.

| Location                 | JB Duke Hotel & Thomas Executive Conference Center  
|                         | Duke University  
|                         | Durham, NC |

<table>
<thead>
<tr>
<th>Upcoming Program Dates</th>
<th>Advanced Registration &amp; Program Fee</th>
<th>Program Fee Post Advanced Registration Date</th>
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<tbody>
<tr>
<td>April 30-May 3, 2017</td>
<td>$5,460</td>
<td>$5,960</td>
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<td>September 17-20, 2017</td>
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Program Length

3 Days  
(Arrive Sunday evening)

Program Fee

Include tuition, instructional materials, accommodations, all meals and programmatic activities. Airfare, transportation to and from the airport, and personal incidentals are not included.

Who Should Attend

Professionals who lead and manage projects, processes, and teams and interact with both internal and external stakeholders

Duke Executive Education

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