



**2018 Negotiations Institute  
COURSE SCHEDULE  
August 8 - 9, 2018 Hanover, MD**

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| 12:00 pm - 1:00 pm | <b>Registration/Negotiations Institute Welcome</b>  |
| 1:00 pm – 1:15 pm  | <b>Opening and Introductions</b><br>Participant introductions and review of the key concepts of the negotiations process for higher education procurement professionals and how they link to the objectives of the Negotiations Institute.  |
| 1:15 pm – 2:30 pm  | <b>Basic Concepts in Negotiations</b><br>Discussion of key components in the negotiation process and review of the Needs Theory of Negotiations, what makes a good negotiator, and a self-assessment tool for participants to identify their underlying styles and steps to improve them. Introduction to the phases and objectives of negotiations with an emphasis on understanding the positions and interests in negotiations. Discuss and understand the people in negotiations and the role of power and skill in the process. Participants will develop both bargaining and negotiation skills through exercises.  |
| 2:30 pm – 2:45 pm  | <b>Break</b>  |
| 2:45 am – 5:00 pm  | <b>Preparing and Planning</b><br>The negotiation continuum will be developed as well as the importance of the preparation stage. Participant will learn and practice the four steps of Principled Negotiations as well as understand the Zone of Possible Agreement (ZOPA) and the Best Alternative to Negotiated Agreement (BATNA). Content will be delivered through a variety of large and small group discussion and activities. Research and advanced preparation effects the outcomes in negotiations. Participants will utilize a negotiation plan to develop their understanding of the potential positions and interests within a planned negotiation including identifying resistance points and potential strategic concessions. They will understand the use of teams and roles in team negotiations as well as developing a strategy and timing for deploying planned questioning tactics. |
| 5:00 pm            | <b>Dinner on your own</b>   |

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| <b>Thursday, August 9<sup>th</sup></b> |  |
| 7:00 am - 8:00 am                      | <b>Breakfast</b>   |
| 8:00 am – 10:15 am                     | <b>Opening and Bargaining</b><br>A negotiation is planned and executed within a strategic framework. Best practices for the opening and bargaining stage of negotiation will |

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|                     | be developed. Understand the roles of objectives and initial positions as the negotiation plan is implemented. Best practices, strategies and techniques for each stage will be covered through a variety of large and small group discussion and activities.   |
| 10:15 am – 10:30 am | <b>Break</b>  |
| 10:30 am – 11:00 am | <b>Opening and Bargaining</b><br>The uses of specific strategies and tactics impact the progress of negotiations. Participants will learn to identify these tactics and plan effective counter measures to deploy during a negotiation. Negotiation case studies, exercises and assessments will be used to develop skills and identify weaknesses. |
| 11:00 am – 12:00 pm | <b>Closing and Implementation</b><br>Avoid the pressure to close a deal by knowing key steps in concluding a negotiation. Common mistakes are made in the rush to finalize and unintended concessions can be made in the final stages of a negotiation.   |
| 12:00 pm – 1:00 pm  | <b>Lunch</b>  |
| 1:00 pm – 2:00 pm   | <b>Closing and Implementation</b><br>Participants will learn effective techniques to stay on plan and avoid these costly mistakes. A team case study will be used to analyze and apply key concepts through discussion and small group activity.  |
| 2:00 pm – 2:30 pm   | <b>Contract Management</b><br>An overview of the responsibilities in managing the agreed upon contract. Develop key metrics to measure contract effectiveness and manage vendor performance.  |
| 2:30 pm – 2:45 pm   | <b>Break</b>  |
| 2:45 pm- 3:45 pm    | <b>Tips and Resources</b><br>Understanding elements that impact negotiations: culture, behavioral economics, perceptions, and power. Review ethics in negotiations.   |
| 3:45 pm – 4:45 pm   | <b>Final Case and Reports</b><br>A final case study will be used to analyze and apply key concepts learned throughout the Institute using discussion and small group activity. Participants will have a chance to share key insights from the Negotiations Institute.   |
| 4:45 pm – 5:00 pm   | <b>Wrap Up</b><br>Review of key concepts and goals of the Negotiations Institute.   |