

Course Title: Negotiation Mastery: Achieving Outstanding Results and Relationships

Course Code: BUS 263

Instructor Name and Bio: Jessica Notini

Jessica Notini is Senior Consultant with Accordence, Adjunct Professor of Negotiation and Mediation for Stanford and Boalt law schools and Principal of Notini Mediation & Facilitation Services. Ms. Notini leads many negotiation courses in California and internationally for private and public entities. She is past Chair of the California State Bar ADR Committee and President of the Northern California Mediation Association. Ms. Notini received her J.D. from the University of Michigan magna cum laude.

Class Sessions and Recording

Meeting days and times: Feb 3 and 4, 2023, Friday and Saturday, 9:00 am–12:30 pm (PT)

Meeting location: Zoom (details will be shared with registered students prior to first class meeting)

The class sessions will be recorded. However, the sessions are extremely interactive and live attendance is strongly recommended.

Course Features:

- Live session
 - Lecture, discussions, practice time for students, Q&A
 - Requires interaction and active participation
- Assignments & Coursework
 - Materials posted in Canvas for bringing to class
 - Instructor will hand out some materials

Course Summary

Negotiating well is critical to success in any field. We negotiate on a daily basis at work and home. Yet, too often, people lacking strong negotiation skills damage relationships and reach suboptimal outcomes. This interactive course covers the fundamental principles for achieving excellent results in any negotiation, whether it be with colleagues, customers, friends, or family members. Here we will explore the impact of trust, communication, and the balance between collaboration and assertiveness, as well as when to walk away in a negotiation. The course will incorporate a variety of activities including simulations, role-playing, videos and discussions to create a highly engaging experience. Students will come away with practical tools and techniques for generating creative solutions in difficult situations.

**Please see course page for full description and additional details.*

Please contact the Stanford Continuing Studies office with any questions
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Grade Options and Requirements

Due to its short format, this course may not be taken for Credit or a Letter Grade. If you require proof of participation, your instructor will provide Certificates of Attendance. Please contact the instructor after completing the class. The Continuing Studies office does not issue these certificates.

Textbooks/Required Materials

No required textbooks or materials.

Tentative Outline

Virtual Session 1

Introduction and Overview

Workshop key outcomes:

- Be fully prepared for any negotiation by having clear understanding of goals, parameters and strategy
- Be proactive in creating win-win process and outcomes - you can be win-win no matter what the other side does
- Be ready to deal with tactics that may arise
- Focus on implementation
- Balance relationship value and substance value in effective negotiations.

Negotiation Styles

What is your style? What are the various styles you might see in negotiation? Once participants understand negotiation styles and how they personally may interact with others, it becomes easier for them to act in ways that will further a positive outcome in negotiation and get the results they want.

Positions Role Play

This is a level-setting negotiation that will surface assumptions people have about negotiations. Are they win-win, win-lose or lose-lose? Is it easy to get win-win solutions? This module includes preparation, one-on-one negotiation, individual review and group review on a case that focuses on creating value.

Positions vs Interests

A critical step in creating more principled negotiations entails differentiating between positions and interests and getting underneath the demands for what is important.

Virtual Session 2

ICON® Negotiation Framework and Application

This framework provides an analytical structure to think about any negotiation.

Goals:

- Provide a framework to analyze and prepare for any negotiation
- Create common language about negotiation within the team, department or organization
- Offer a structure to deal with the face-to-face aspect of negotiation
- Apply ICON to participants' work negotiations

In this module, participants prepare for an actual upcoming negotiation. Each individual brings their own client-specific negotiations as the “fact pattern.”

At the end of this module, participants will:

- Be adept at using ICON for negotiation preparation
- Have completed a planning tool for their own upcoming negotiations
- Receive feedback and advice from colleagues and the facilitator
- Increase confidence in conducting negotiations

4D Strategy: Design, Dig & Develop, Decide

This presentation focuses on planning the negotiation conversation or meeting to set you up for successful outcomes.

At the end of this module, participants will:

- Understand the different phases of negotiation
- Be able to prepare for face-to-face negotiation using the 4D Planner
- Increase skill to begin a negotiation effectively through joint planning

Offers Role Play

This case gives participants the opportunity to apply the frameworks to a two-party case and to reflect on the impact the framework has on negotiation process and outcome when claiming value. This module includes preparation, one-on-one negotiation, individual review, and group review.

Power and Leverage in Negotiation

What is power in a negotiation? What is leverage? How do participants find them and use them effectively? Answers to these and more questions are discussed in this brief segment.

Wrap-Up

This wrap-up discussion ties together the primary outcomes of the workshop.

Individual Learning/Program Evaluations

At the end of the workshop, participants reflect on their experience and skill building. We ask participants to consider these questions regarding their negotiation approach and skills:

1. What would you like to start doing?
2. What would you like to stop doing?
3. What would you like to continue doing?