



GENDER DIFFERENCES IN NEGOTIATION

TOOLS & TECHNIQUES TO MAXIMISE PROFESSIONAL SUCCESS

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Introduction

It is evident that in today's business arena, exceptional negotiation skills are at the heart of every successful endeavour. If we take a look at both sides of the negotiation table, we find that women negotiate differently than men and, even when they negotiate in a similar way, their behaviour are perceived differently.

This workshop will help you to learn how to maximise your negotiation power despite societal barriers. You will be able to capture the techniques taught in the leading Business Schools and develop empowering beliefs to reach negotiation excellence.

Research indicates that women that negotiate effectively are three times more likely to be satisfied at work which has a positive impact on employee engagement.

“No waste of time at any moment, very rich with smart strategies and humour”

Myret, Editor in Chief, Bilan Magazine



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Facilitation methods

Negotiation is a performance skill. **YOU CAN LEARN IT!**

This action-learning workshop is based on a mix of specific real life negotiation simulations, team exercises and theoretical concepts.

Participants are encouraged to share own work experiences and challenges. Cross-learning among participants is intensively facilitated.

The course is **designed to address a broad spectrum of negotiation challenges** that are faced by managers and professionals, in any industry. You will have the opportunity to practice in a low risk environment and to observe yourself and others while negotiating.

Key topics of the one-day course

- Understanding the foundations of gender differences in negotiation.
- **Giuseppe's HARMONY® framework for women to effectively approach negotiation situations.**
- The CAN® methodology to negotiate with confidence for yourself.
- **Understanding your negotiation style and different approaches to conflict resolution.**
- How to prepare for a negotiation, as an employee and as an entrepreneur.
- **Creating and claiming value, combining cooperative and competitive negotiation strategies.**
- Developing empowering beliefs.

The Workshop Addresses Three Key Areas:

WHY	WHAT	HOW
there are gender differences in negotiation	to do to deal effectively with these differences and transform these differences into an advantage for you	to negotiate effectively, with suppliers, customers, stakeholders and when negotiating for yourself

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GENDER DIFFERENCES IN NEGOTIATION WORKSHOP WILL HELP YOU

UNDERSTAND 1

- The causes of the different behaviours in negotiation between women and men.

APPLY 2

- Concrete strategies to be more successful in spite of obstacles that women typically face in the workplace

CREATE 3

- Win-win results assuring for long-term constructive business relationships

DEVELOP 4

- Techniques of influence and value creation while keeping your social relationship intact and retaining your personal values

BOOST YOUR CONFIDENCE 5

- When approaching future negotiation situations, including when negotiating for yourself

Key Benefits

- A **structured** approach for preparing internal and external negotiations
- Improved awareness of the **impact your behaviour** has on others and how to use this to your advantage
- **Increased ability** to drive value in your negotiations
- **Personal feedback** from the lecturer and peers that helps identifying your strengths and improvement areas
- A healthy dose of **humour** and **fun**
- A complete learning experience, **including pre-work** and **post workshop** assessment

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Target Participants

Professional men and women aiming to unlock their inner potential and achieve professional success through effective negotiation.

It is specifically designed for:

- **Executives** and managers who aspire to positions of greater influence and responsibility within their organisations.
- **New mid-level and senior-level managers** leading teams with direct reports.
- **Entrepreneurs** and **business owners**.



Testimonials Of Past Gender Differences In Negotiation Workshops.

[Video 1](#)-Dealing with gender differences

[Video 2](#)- Women's strength in negotiation

[Video 3](#)- Challenges women face at work

CABL Testimonials - Dealing with gender differences

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Course Facilitation



Giuseppe Conti

Creator of Master Negotiators
MEng, EMBA



Since 2006, Giuseppe has been an award winning lecturer at leading business schools throughout Europe (**Cambridge, ESADE, HEC Lausanne, HEC Paris, IESE, IMD, Imperial College, INSEAD, London Business School, Oxford, RSM, SDA Bocconi, University of Geneva, and University of St. Gallen**).



Giuseppe is also a seasoned negotiator combining academic content with a rich practitioner experience from his senior Procurement and commercial leadership roles within blue chip multinationals (Procter & Gamble, Novartis, Firmenich and Merck). He runs customized negotiation and influencing workshops for leading corporations in four continents.



Workshop Details

The **Gender Differences In Negotiation** workshop is delivered as a custom and tailored program for the needs of your business or company.

Participants: Up to 20

Languages: Available in English, French, and Italian.

Cost, availability, and additional information:

www.cabl.ch or email
Giuseppe.conti@cabl.ch

“Loved the ability of the instructor to give high quality feedback after simulations”

HEC Paris participant

We also want to thank several senior executives that have provided valuable advice and guidance for the development of this program.

A special acknowledgement to **Kanika Holloway, Patricia Luthy-Essinger, and Isabelle Sunghay.**

