



# **NEGOTIATION & INFLUENCING IN HEALTHCARE**

**ETHICALLY INFLUENCE YOUR INTERNAL  
AND EXTERNAL STAKEHOLDERS**

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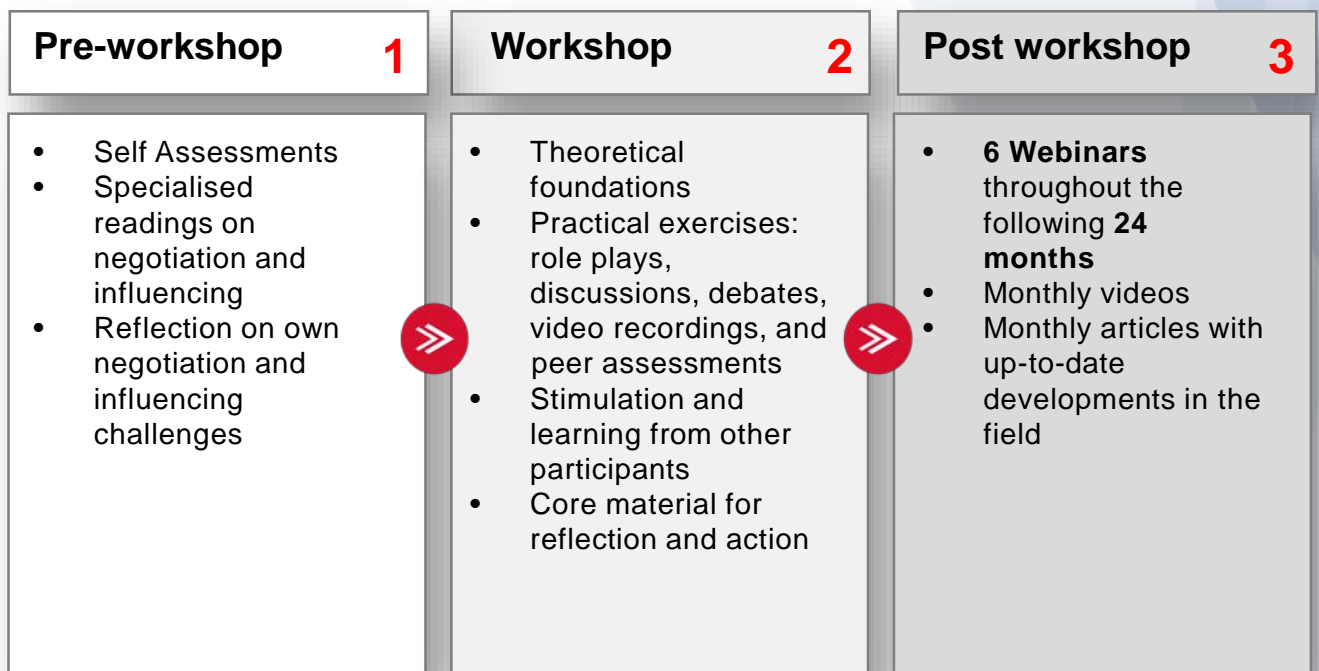
### Introduction

In your daily work you are often confronted with the need to influence key stakeholders. Whether you need additional resources to complete a project or get approval from competent authorities, you need to make the necessary changes to meet a specific deliverable. These scenarios and many others can be controlled by you and your organisation through specialised upskilling in negotiation and influencing.

This hands-on workshop provides a mixture of the latest theories and the practical tools to enable you to substantially upgrade your negotiation & influencing skills within the healthcare industry.

As a result of this workshop, participants will learn frameworks and have templates to effectively manage external and internal negotiations, and gain valuable real negotiating practice.

### CABL's THREE-PHASE LEARNING PATH



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## Facilitation methods

Negotiation and Influencing are performance skills.

### YOU CAN LEARN THEM!

This action-learning workshop is based on a mix of specific real life negotiation simulations, team exercises and theoretical concepts for professionals in healthcare organisations and companies.

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 problems** that are faced by managers and professionals, in healthcare. You will have the opportunity to practice in a low risk environment and to observe yourself and others while negotiating. **Video-recordings** are used to review and comment on role plays.

*“Very informative and delivered in excellent manner. It is clear that Giuseppe has both great knowledge on negotiation (both practice and theory) as well as high educative skills.”*

Aleksander, Business Development & Strategy, Medtronic



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## Key topics of the 2-day course

- Understanding the other party
- **Researching and preparing ahead of negotiation (fast and effective preparation)**
- Internal negotiations: effectively negotiating with your colleagues
- **Creating and claiming value**
- Nonverbal communication
- **Continuing to develop your skills**
- Hints to detect a lie at the negotiating table
- **Balancing advocacy with inquiry**  
Who should make the first offer and the effective use of anchoring
- **Issue by issue vs. package deals**
- Psychology of persuasion
- **A breakthrough approach to influencing**
- Preparing your influence strategy



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## N&I IN HEALTHCARE WILL HELP YOU

### PREPARE 1

- Effectively analyse and prepare a negotiation using a structured approach

### APPLY 2

- Understand and apply a variety of negotiation and influencing strategies, techniques and approaches to improve your effectiveness, immediately.

### CONFIDENCE 3

- Have increased confidence in your negotiation skills and ability to influence others in healthcare

### KNOW THE OTHER PARTY 4

- Improve your understanding and predictions of people's behaviours that lead to effective influencing and success at the negotiation table.

### PLAN FURTHER 5

- Have a personal plan to further develop your negotiation and influencing skills

## Key Benefits

- **2+1:** **Two** workshops days + **One** day of remote learning (six **75 minute** webinars on various negotiation topics and challenges) for a complete blended learning experience to ensure material absorption
- A **structured approach** for preparing external negotiations and influencing events
- Improved awareness of the impact your behaviour has on others and how to use this **to your advantage**
- **Personal feedback** from the lecturer and peers that help identify your strengths and improvement areas
- A healthy dose of **humour** and **fun**
- A complete learning experience, **including pre-work** and **post workshop** assessment
- **UNIQUE:** participants will receive monthly articles and videos as well as partake in specialised webinars to **continue** the learning journey.

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## Course Facilitation



### Giuseppe Conti

Creator of Master Negotiators  
MEng, EMBA



With over 13 years in the healthcare industry, Giuseppe has an insider perspective and understanding of the nuances and challenges that arise in the sector.

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.

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**).



## Workshop Details

The **Negotiation & Influencing In Healthcare** 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](http://www.cabl.ch) or email  
[Giuseppe.conti@cabl.ch](mailto:Giuseppe.conti@cabl.ch)

*“Great pace with good combination of theory and practice with feedback.”*

Lu, Controller, Merck



CABL Testimonials @ Merck -  
Influence and Office Politics

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