



Negotiating for Results

Negotiation experts James K. Sebenius, co-founder and director of the Negotiation Roundtable at Harvard Business School and member of the Executive Committee of the Program on Negotiation at Harvard Law School, Danny Ertel, co-author with Roger Fisher of *Getting Ready to Negotiate: The Getting to Yes Workbook*, have developed proven techniques and approaches that predicate successful outcomes and maintain healthy relationships. Your managers can now tap into these insights, sharpen their skills, and realize results immediately.

Negotiating for Results helps managers prepare for and conduct effective negotiations, avoid common traps, and go beyond finding common ground to seek opportunities for value creation for both parties. These skills will provide your organization with the winning edge it needs to compete.

The Essential Leader:

Business Essentials

- Service Success

Communication

- Influencing and Motivating Others
- Managing Difficult Conversations
- **Negotiating for Results**
- Productive Business Dialogue

Developing People

- Coaching for Results
- Managing Across Difference
- Managing Direct Reports

Leading Others

- Decision Making
- Managing Change
- Managing Virtual Teams
- What Is a Leader?

Personal Development

- Leadership Transitions

Learning Objectives

While exploring this program, managers will learn to:

- Develop a BATNA (best alternative to a negotiated agreement)
- Clarify and uncover all interests to create opportunities for mutual gain
- Restore productive dialogue with “appreciative moves” when negotiations stall
- Differentiate between the relationship and the deal
- Generate ways to foster relationships based on trust
- Think through and plan for how terms of an agreement will carry out in practice

Program Structure

Negotiating for Results takes managers through expert content in an interactive format. Realistic practice scenarios and interactive tools enable time-pressed managers to grasp key concepts quickly and retain them permanently. All program exercises are short and modular, so that no portion takes more than 20 minutes to work through. And the entire program requires only one to three hours.

Program Features Include:

- **Interactive Case:** Scenario-based learning
- **Resources Section:** *Harvard Business Review OnPoint* articles and Harvard Business School case material can be read online or printed
- **Interactive Tools:** Assess your vulnerability to negotiation traps, clarify interests, and identify opportunities to maximize the potential value of the deal, and develop BATNAs
- **Follow-Up Goals:** Guidelines for applying concepts on the job
- **Comprehension Test Available:** Ask your account manager for details on this separate offering

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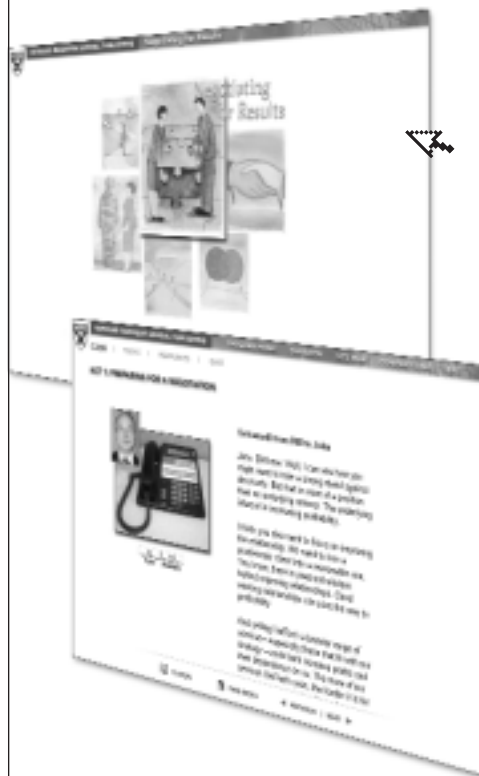
New programs are introduced throughout the year. Please consult our website for the latest titles.

World-Class Subject Experts

Based on the work of **James K. Sebenius**, co-founder and director of the Negotiation Roundtable at Harvard Business School, member of the Executive Committee of the program on Negotiation at Harvard Law School, and author of *Six Habits of Merely Effective Negotiators* and *Negotiating the Spirit of the Deal*, **Michael Wheeler** (*Negotiation Analysis: An Introduction*), **Danny Ertel**, co-author with Roger Fisher of *Getting Ready to Negotiate: The Getting to Yes Workbook*, and author of *Turning Negotiation into a Corporate Capability*, **Deborah M. Kolb** and **Judith Williams** (*Breakthrough Bargaining*), and **Ron S. Fortgang** and **David A. Lax** (*Negotiating the Spirit of the Deal*).

Support Materials

To assist in assessing the progress of managers taking the program, system reports can be generated to show a learner's profile information and completion status. A facilitator's guide and comprehension test are also available.



Managers learn by doing in real-world scenarios that give them a safe opportunity to test new skills.

Technical Specifications

Here is a summary of what you'll need to make full use of this product:

- **Browser:** Microsoft Internet Explorer 5.0, 5.5, or 6.0 or above, Netscape Navigator version 6.2 or 7.x, or Netscape Communicator 4.79.
- **Computer Environment:** Windows 98, 2000, XP* supported. Requires a minimum of a 266MHz Pentium processor and at least 64MB of RAM, a 16-bit sound card and speakers, a 65,000 color video display card, and 800x600 screen resolution. (*Note: Macintosh systems are not supported. XP is only supported with IE 6.0 and NS 6.2 or 7.x.)
- **Plug-in:** High bandwidth version (128K min.) requires Macromedia Flash 4.0 or better and Adobe Acrobat Reader 4.05 or better. Low bandwidth version (56KB min.) requires Adobe Acrobat Reader 4.05 or better.
- **Bandwidth:** The text-only option can be viewed over a 56K modem connection. The audio enriched version requires a cable modem or 128K+ connection.
- **Interoperability:** This product is designed to work with SCORM and AICC certified environments.
- **Note:** A company's IT department should enable HTTP through its firewall if the company wants users to have access to the HBSP website or other sites through links in this product.

