

Strategic Negotiation and High-Impact Leadership Communication

12 – 16 April 2027
Madrid

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Ref: 103600680_84158 **Date:** 12 – 16 April 2027 **Location:** Madrid **Fees:** 5700 Euro

Course Overview

This course is a practical corporate training program designed to strengthen the ability of managers and leaders to communicate with clarity, influence effectively, negotiate with confidence, and manage workplace conflict while maintaining productive professional relationships.

The course approaches negotiation as a structured communication and decision-making process rather than a stand-alone bargaining activity. Participants develop a stronger understanding of negotiation dynamics, stakeholder interests, communication styles, persuasion, influence, active listening, and conflict management. The program also examines how managers can prepare for negotiations, identify positions and underlying interests, evaluate alternatives, manage concessions, respond to objections, and handle difficult conversations.

Particular attention is given to effective negotiation skills, negotiation strategies, professional communication, stakeholder negotiation, and conflict resolution in real workplace situations. Participants also explore collaborative negotiation, win-win approaches, BATNA, negotiation impasse, managing pressure, and maintaining relationships after agreements are reached.

The course is especially relevant for managers and leaders who regularly engage with internal teams, clients, suppliers, senior stakeholders, partners, or government entities and need to achieve results without damaging trust, cooperation, or long-term professional relationships.

Target Audience

- Senior Managers
- Department Heads
- Middle Managers
- Team Leaders
- Supervisors
- Project and Program Managers
- HR Managers and HR Business Partners
- Sales and Business Development Managers
- Procurement and Contract Managers

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Targeted Organizational Departments

- Executive Management
- Human Resources
- Sales and Business Development
- Procurement and Contracts
- Project and Program Management
- Corporate Affairs
- Government Relations
- Corporate Communications
- Customer Experience

Targeted Industries

- Government Authorities and Public-Sector Organizations
- Ministries and Government-Related Entities
- Banking and Financial Services
- Oil, Gas, and Energy
- Telecommunications and Technology
- Engineering and Construction
- Logistics and Supply Chain
- Aviation and Transportation

Course Objectives

By the end of this course, participants will be able to:

- Explain the core principles of negotiation and influential communication.
- Apply effective negotiation skills in workplace and business situations.
- Select suitable negotiation strategies based on the situation and counterpart.
- Distinguish between positions, interests, priorities, and underlying needs.
- Prepare for negotiations by defining objectives, limits, and alternatives.
- Apply BATNA when evaluating negotiation choices and possible outcomes.
- Use collaborative and win-win negotiation approaches where appropriate.
- Strengthen professional communication in negotiations and stakeholder discussions.
- Apply active listening, questioning, and reframing techniques.
- Improve verbal and non-verbal communication during high-stakes discussions.

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Training Methodology

The course uses an interactive corporate learning approach focused on practical application. Each session combines concise concept explanations with realistic management and leadership situations that reflect the challenges participants may face in the workplace.

Participants will work through case studies involving competing priorities, stakeholder expectations, difficult negotiations, internal disagreements, objections, and relationship-sensitive decisions. Guided discussions will help participants assess negotiation styles, communication behaviors, and influence strategies.

Short negotiation scenarios and role-based activities will be used to examine the effect of questioning, listening, silence, framing, concessions, and communication style on negotiation outcomes. Participants will also analyze competitive and collaborative negotiation situations, identify positions and interests, evaluate alternatives, and discuss how to respond to deadlock and conflict.

Daily reflection and review sessions will help participants connect the concepts to their own professional environment. The emphasis is on practical insight, managerial judgment, and behavioral improvement rather than theory alone.

Course Toolbox:

- Management and leadership case studies
- Stakeholder negotiation scenarios
- Persuasion and influence examples
- Negotiation preparation situations
- Objection and concession management cases
- Questioning and active-listening scenarios
- Difficult-conversation situations

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Course Agenda

Day 1: Influential Communication and the Foundation of Negotiation

- **Topic 1:** Effective communication as a leadership capability
- **Topic 2:** Communication barriers in the workplace
- **Topic 3:** Verbal and non-verbal communication
- **Topic 4:** Active listening and understanding hidden messages
- **Topic 5:** Dialogue, questioning, and reframing
- **Topic 6:** Assertiveness, clarity, and trust-building
- **Reflection & Review:** Assessing how communication style affects trust, influence, and outcomes

Day 2: Persuasion and Influence for Managers and Leaders

- **Topic 1:** Persuasion, influence, and negotiation: key differences
- **Topic 2:** Building credibility and trust before influencing
- **Topic 3:** Understanding stakeholder motivations and interests
- **Topic 4:** Structuring persuasive messages and arguments
- **Topic 5:** Managing objections and professional resistance
- **Topic 6:** Influencing without relying on formal authority
- **Reflection & Review:** Evaluating influence strategies in leadership situations

Day 3: Negotiation Strategy and Professional Preparation

- **Topic 1:** Negotiation fundamentals and when to negotiate
- **Topic 2:** Positions, interests, and underlying needs
- **Topic 3:** Competitive and collaborative negotiation approaches
- **Topic 4:** Setting objectives, limits, and negotiation priorities
- **Topic 5:** BATNA and alternatives when agreement is not reached
- **Topic 6:** Information gathering and counterpart preparation
- **Reflection & Review:** Building a structured negotiation position before engagement

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Day 4: Managing Negotiations and Difficult Situations

- **Topic 1:** Opening negotiations and setting the tone
- **Topic 2:** Using questions, listening, and silence effectively
- **Topic 3:** Managing offers, concessions, and trade-offs
- **Topic 4:** Responding to pressure and difficult tactics
- **Topic 5:** Managing deadlock and negotiation impasse
- **Topic 6:** Handling difficult conversations and emotions
- **Reflection & Review:** Diagnosing a stalled negotiation and selecting the right intervention

Day 5: Conflict Management and Stakeholder Negotiation

- **Topic 1:** Understanding the sources of workplace conflict
- **Topic 2:** Conflict-management and resolution strategies
- **Topic 3:** Collaborative negotiation and joint problem-solving
- **Topic 4:** Negotiating with multiple stakeholders
- **Topic 5:** Building clear agreements and commitments
- **Topic 6:** Maintaining relationships and following through
- **Reflection & Review:** Integrating communication, negotiation, and conflict management into leadership practice

FAQ:

What qualifications or prior experience are required before attending the course?

There are no specific academic prerequisites or advanced negotiation requirements. The course is designed primarily for managers, leaders, supervisors, and professionals whose roles involve communication, stakeholder engagement, negotiation, conflict management, or difficult conversations. Practical management or leadership experience will help participants relate the course concepts more directly to their work.

How long is each daily session, and what is the total duration of the course?

Each daily session lasts approximately 4–5 hours, including breaks and interactive activities. The course runs over one week, with a total duration of approximately 20–25 hours.

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What is the difference between a negotiation position and an underlying interest?

A position is what a party openly states that it wants, while an interest reflects the reasons, concerns, needs, or priorities behind that position. Focusing only on positions can turn negotiation into a contest over who gives in first. Understanding interests creates more opportunities to identify workable options, shared priorities, and mutually acceptable outcomes.

How This Course Differs from Other Training Programs

This course differs from conventional negotiation programs by avoiding an overly narrow focus on bargaining tactics. It also goes beyond general communication training by integrating communication, listening, persuasion, influence, negotiation, conflict management, and stakeholder engagement into one practical leadership framework.

The program focuses on the situations managers and leaders actually face: influencing without authority, negotiating with internal and external stakeholders, managing objections, handling cross-functional disagreement, conducting difficult conversations, and preserving long-term relationships after an agreement is reached.

Another key distinction is the balance between outcome and relationship. Participants are not taught to "win" every negotiation at any cost. Instead, they learn how to assess interests, alternatives, limits, and stakeholder expectations before selecting the most appropriate negotiation approach.

The course also emphasizes managerial judgment. Participants learn when to collaborate, when to be assertive, how to manage concessions, how to respond to pressure, and how to recognize when negotiation has reached an impasse.

The overall objective is to help participants become more deliberate, adaptable, and effective communicators and negotiators across a wide range of leadership situations