



# **Negotiation for Executives**

In Person - Cambridge, MA

---

Please note, all times listed are Eastern (Boston, MA) Time

## **Day 1**

Morning

Continental Breakfast  
Introduction and Overview  
Core Negotiation Strategy  
Distributive Bargaining  
Value Claiming

Lunch

Afternoon

Bargaining Practice  
Integrative Negotiation  
Value Creation  
Subjective Value  
Day 1 Wrap Up  
Reception

## **Day 2**

Morning

Continental Breakfast  
Introduction to Day 2  
Negotiators Dilemma  
Personal Signatures  
Pre-negotiation Strategies  
Putting it all together

Lunch

Afternoon

Bakra Beverage Review  
Psychological Barriers  
Strategic Barriers  
Final Review and Wrap Up

Schedule subject to change.

# **Negotiation for Executives**

**Live Online - Zoom**

---

Please note, all times listed are Eastern (Boston, MA) Time

## **Day 1**

Introduction and Overview  
Core Negotiation Strategy  
Distributive Bargaining  
Value Claiming  
Principles of Influence  
Day 1 Debrief

## **Day 2**

Introduction to Day 2  
Psychological Barriers  
Integrative Negotiation  
Value Creation  
Subjective Value  
Personal Signatures  
Assignment and Conclusions

## **Day 3**

Putting it all together  
Bakra Beverage Review  
Psychological Barriers  
Strategic Barriers  
Final Review and Wrap-up