

Psychology of Negotiation



This seminar will look at behavioural psychology in settlement and negotiation exchanges. In a series of interactive sessions, we will discuss how common behavioural impulses can cause predictable responses in negotiations and mediations of disputes. Delegates can expect to gain more understanding of, and practice at, negotiating and mediating the resolution of disputes. The course will provide handy tips about negotiation distilled from scientific research on behavioural psychology.

Chair's welcome and introduction - *Ben Pilbrow, Senior Associate*

The theory of negotiation - *Guy Harvey, Head of Commercial & International Disputes and Ben Pilbrow, Senior Associate*

This workshop will focus on the development of negotiation theory and its disciplines including:

- Decision analysis in dispute resolution
- Game theory, including the Prisoner's Dilemma
- Negotiation analysis, including integrative negotiation
- The concept of fairness and how it affects negotiation

The workshop will be interactive with exercises designed to demonstrate the impact of these issues in practice.

Manipulating behavioural impulses - *Ben Pilbrow, Senior Associate*

This workshop will look at various behavioural impulses and how they can influence negotiations. In particular, participants will learn:

- The ingredients of persuasiveness
- How to increase the attractiveness of their offers
- What behaviour factors affect the closing of negotiations

Delegates will consider how much negotiators are influenced by their emotional response in negotiations.

Staying objective - *Ben Pilbrow, Senior Associate*

Contrasting with the previous workshop, delegates will explore in this seminar how to maintain objectivity when participating in negotiations. In particular, the seminar will focus on:

- The impact of narratives on negotiations
- The human tendency towards illusory superiority and perspective bias

The workshop will be interactive, enabling delegates to experience the influences which push against rationality in negotiation.

Negotiating cross-cultural clashes - *Ben Pilbrow, Senior Associate*

In addition to universal behavioural impulses, negotiations can often be impeded by cross-cultural differences. In this session, we will highlight some differences between the different business cultures.

The seminar will also explore how to avoid difficulties or misunderstandings created by using British business culture internationally.

Negotiation role play - *Guy Harvey, Head of Commercial & International Disputes and Ben Pilbrow, Senior Associate*

The final session of the day will provide delegates with the chance to flex their negotiation skills with a negotiation role play.

Concluding Remarks

Date

4 October 2018

Address

Shepherd & Wedderburn,
Condor House, 10 St Paul's
Churchyard, London EC4M
8AL

9.00 Registration &
Refreshments

9.30 Welcome &
Introduction

11.15 Refreshments

12.30 Lunch

2.45 Refreshments

4.15 Close

C&I Fees

Member: £275 + VAT

Non Member: £375 + VAT

Training Hours: 5 hours

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