



WOMEN AND NEGOTIATION:

*Tools & Techniques to maximise
professional success.*



Giuseppe Conti



Women and negotiation:

Tools & techniques to maximise professional success.

Geneva, 7 November 2017, from 9.30 to 17.30

Introduction

It is evident that in today's business arena, exceptional negotiation skills are at the heart of every successful endeavour. If we take a look at both sides of the negotiation table, we find that women negotiate differently than men and, even when they negotiate in a similar way, their acts are perceived differently. This workshop will help you to learn how to maximise your negotiation power despite societal barriers. You will be able to capture the techniques taught in the leading Business Schools and develop empowering beliefs to reach negotiation excellence. Research indicates that women that negotiate effectively are three times more likely to be satisfied at work which has a positive impact on employee engagement. In addition, participants to previous workshops by the same lecturer reported a 20% improvement in their negotiation results.

Learning Objectives

By the end of this workshop, you will be able to:

- Understand the causes of the different behaviours in negotiation between women and men.
- Have concrete strategies to be more successful in spite of obstacles that women typically face in the workplace.
- Recognise other people's conflict management style and deal with different styles
- Analyse and prepare a negotiation using a structured approach
- Deal more effectively with gender differences in influencing
- Have increased confidence when approaching future negotiation situations, including when negotiating for yourself.
- Create win-win results assuring for long-term constructive business relationships.

Content

Prework: A self-assessment questionnaire to understand personal conflict management style.

The workshop addresses three key areas:

- WHY there are gender differences in negotiation.
- WHAT to do to deal effectively with these differences and transform these differences into an advantage for you
- HOW to negotiate effectively, with suppliers, customers, stakeholders and when negotiating for yourself.

Workshop key topics:

- Understanding the foundations of gender differences in negotiation.
- Developing empowering beliefs



- Giuseppe's HARMONY® framework for women to effectively approach negotiation situations.
- Understanding your negotiation style and different approaches to conflict resolution.
- How to prepare for a negotiation, as an employee and as an entrepreneur.
- Creating and claiming value, combining cooperative and competitive negotiation strategies.
- Understand gender differences in influencing and use them effectively in your work

Supported by real-life examples and extensive role plays.

Special guest: Myret Zaki, Editor in Chief, Bilan magazine

Target participants

Professional women aiming **to unlock their inner potential** and achieve professional success through effective negotiation.

It is specifically designed for:

- Executives and managers who aspire to positions of greater influence and responsibility within their organisations.
- New mid-level and senior-level managers leading teams with direct reports.
- Entrepreneurs and business owners.

Course facilitation



We can benefit from one of the few lecturers in Europe that offers over 20 years of real life negotiation experience and a very strong academic background at leading Business Schools.

Giuseppe Conti, "The Creator of Master Negotiators", is a recognized expert in the field of Negotiation and, since 2006, a regular lecturer at top-ranked European Business Schools, including ESADE, HEC Zurich, HEC Paris, IMD, INSEAD, Oxford, RSM, and SDA Bocconi. Managers from over 90 different countries have attended his highly interactive and pragmatic workshops. He is 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, Merck). He runs customized negotiation workshops for leading corporations in Europe and Asia. He has written several articles on the topic of Women & Negotiation, also for the [Financial Time](#) and London Business School Review. You can visit his website at www.cabl.ch and reach him at giuseppeconti2@gmail.com.



**UNIVERSITÉ
DE GENÈVE**



Additional information

Date : 7th November 2017, from 9.30 to 17.30.

Place : Université de Genève – Battelle Campus, Route de Drize 7, 1227 Carouge, Geneva, Switzerland

Language : English

Fee : CHF 800, including handouts, coffee breaks and a light meal.

Get the early bird rate of CHF 600 if you sign up by September 30, 2017

This workshop is organised in collaboration with CIPS (Chartered Institute of Purchasing and Supply). Please mention your CIPS membership number when you sign up.



Registration and information : CUI – Université de Genève, workshop.cui@unige.ch , tel. +41-22-379 0237