



*Training Course:  
Negotiation and Conflict Management in  
Organizations*

*16 - 20 June 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Negotiation and Conflict Management in Organizations

Training Course code: MA1108 From: 16 - 20 June 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4500 € Euro

### Introduction

The ability to negotiate effectively and manage conflict is one of the most valuable skill sets we can develop within our organization. Not only does developing these skills allow us to negotiate better deals by creating and then claiming value, but it also enables us to manage teams more expertly, interact more constructively with colleagues, and manage conflict effectively.

This seminar provides both a comprehensive strategic analysis of the negotiation process as well as the essential tools for planning and managing every negotiation. Delegates will learn to negotiate excellent outcomes both externally with suppliers, contractors and customers but also internally within your organization between colleagues, departments, and managers.

In this seminar delegates will:

- Become aware of their natural negotiation and conflict management style
- Develop a detailed understanding of negotiation through a detailed analysis of the process
- Gain the essential tools and knowledge to plan and manage every negotiation
- Understand key negotiation strategies and how to apply them in a range of situations
- Enhance your ability to add value through the negotiation process
- Build on their existing experience and skill to become a highly effective negotiators and conflict manager

### Course Objectives :

This seminar aims to provide delegates with a practical skill base that will allow them to:

- Gain self-awareness of their negotiation and conflict management style
- Understand the key analysis of the negotiation and conflict process
- Learn how to achieve collaborative value-adding negotiation results
- Expand their range of negotiating skills and strategies
- Be able to use a three-step planning guide to analyze and prepare for a negotiation
- Develop the ability to mediate their disputes and negotiations and to become a more skilled and effective negotiator

## Course Methodology :

This seminar is designed to be highly interactive, using a mix of case studies, role-play exercises, self-assessment questionnaires, presentations, and group discussions to develop the themes around participants' own experiences and needs. It presents an opportunity for delegates to practice the skills taught using a variety of hands-on negotiation exercises that stress participation and that reinforce and build on the comprehensive course materials. This training methodology allows delegates to significantly improve their negotiation and conflict management skills and to have all their questions answered by the highly experienced negotiation practitioner who leads the course.

## Organizational Impact :

- Improved ability to negotiate and manage difficult situations effectively both internally within the organization and externally with third parties
- Increased knowledge and confidence to tackle negotiations in a collaborative and constructive manner
- A better understanding of what constituted a good negotiation outcome through the meeting of core organizational interests
- Improved management and leadership skills through an understanding of the value of protecting key relationships whilst maximizing negotiated outcomes
- Enhanced ability to negotiate outcomes that meet or exceed organizational goals.

## Personal Impact :

By the end of this seminar delegates will:

- Develop self-awareness of their natural negotiation and conflict management style
- Have the skill to think analytically and strategically about the negotiation process
- Have enhanced their negotiation and conflict management skills
- Have developed a range of negotiation strategies and an understanding of when to use them to maximize outcomes in a range of different scenarios
- Be able to use a three step model to prepare effectively for all negotiations
- Have enhanced vital leadership, management, and personal skills that will impact their performance across all aspects of their professional lives

## Course Outlines :

Day 1:

Negotiation and Conflict Management

- Negotiation theory and practice - negotiation defined
- Power and society - the rise of negotiation and conflict management
- The sources of conflict in the organization
- Conflict escalation and steps to prevent it
- Conflict management strategies
- The two distinct approaches to negotiation
- Understanding your negotiation style
- Negotiation as a mixed-motive process

## Day 2:

### Practical Negotiation Strategies

- Strategic and tactical negotiation approaches to negotiation
- Value claiming distributive negotiation strategies
- BATNA, Reserve point, a Target point
- Opening offers, Anchors, Concessions
- Value creating Integrative negotiation strategies
- Sharing information, diagnostic questions & unbundling issues
- Package deals, multiple offers, and post-settlement settlements
- The four possible outcomes of a negotiation

## Day 3:

### Negotiation Planning, Preparing, and Power

- Wants and needs - distinguishing between interests and positions
- A three-step model for negotiation preparation
- Your position, their position, and the situation assessment
- Understanding the sources of negotiating power
- Altering the balance of power

- The power of body language
- Understanding thoughts from body language
- Dealing with confrontational negotiators

#### Day 4:

##### Mediation skills - a powerful negotiation tool

- Communication and questioning
- Active listening in negotiation
- ADR processes - putting negotiation in the context
- Negotiation, Mediation, Arbitration, and Litigation
- Mediation is a facilitated negotiation
- Techniques of the mediator - practical mediation skills to help resolve disputes
- Working in negotiation teams
- Mediation in practice - mediation exercise

#### Day 5:

##### International and Cross-Cultural Negotiations

- International and cross-cultural negotiations
- Cultural Values and Negotiation Norms
- Advice for cross-cultural negotiators
- Putting together a deal
- Team international negotiation exercise
- Applying learning to a range of organizational situations
- Summary session and questions

## Registration form on the Training Course: Negotiation and Conflict Management in Organizations

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

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info@gh4t.com  
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