



*Training Course:
Advanced Influence and Negotiation*

*7 - 11 December 2026
Casablanca (Morocco)*

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Training Course code: LS234747 From: 7 - 11 December 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's fast-paced, high-stakes business environment, new opportunities may present themselves at any moment and executives must be prepared to negotiate. Influence negotiation skills may make the difference between a favorable and detrimental outcome for your organization. In this program, you'll learn how to influence and negotiation effectively to achieve more value while maximizing the benefits for your organization.

"Typically, we think of negotiations in the dramatic context of the highest sum game: geopolitical, corporate acquisitions, or situations involving monetary consequences such as buying a home or accepting a new salary. While influencing and negotiations are critical in those instances, we often don't realize that even our most mundane daily interactions are indeed negotiations," says Professor John Burrows, the program's Faculty Director.

Course Objectives

- Gain Advanced strategies to negotiate with influence and prepare for success
- Explore your individual negotiation style and how hidden psychological biases may shape outcomes
- Learn how cultural and cross-border differences can influence negotiations in significant ways
- Understand different strategic choices and interpersonal skills that drive success to create a win-win scenario

Target Audience

This training program is designed for professionals who seek to elevate their skills in influencing others and mastering negotiation strategies at an advanced level. It is particularly suitable for:

- Senior Executives and Managers responsible for strategic decision-making and leading negotiations at high levels.
- Sales and Business Development Professionals involved in complex sales processes and negotiations.
- HR Managers and Leaders engaged in organizational development, talent management, and negotiations with stakeholders.
- Consultants and Advisors who frequently engage in negotiations with clients or within organizations.
- Legal Professionals and Corporate Lawyers involved in contract negotiations, settlements, or dispute resolutions.
- Project Managers who need to influence teams, clients, or stakeholders for project success.
- Leaders and Professionals in Public Relations or Marketing looking to negotiate partnerships, media

- relations, or brand positioning.
- Anyone in Leadership Roles who needs to influence internal or external stakeholders to align with organizational goals and strategies.

Course Outlines

Day 1: The Use of Power and Influence

- How Power and Leadership can Create Excellence
- The Necessity of Power
- Sources of Power
- Project Leadership and Powerful vs. Powerless Talk
- Building a Sense of Personal Project Leadership Power
- Empowerment Models and Practices
- Influence Tactics for Project Leaders
- Key to Successful Influence in Project Leadership
- Attitudes and Behaviors of Project Stakeholders
- Developing Dimensions of Credibility in Projects
- Project Leadership Trust-Building
- Why The Communication / Trust /Agreement Relationship is Necessary for Project Leadership
- Project Leaders in Action

Day 2: Communicating and Presenting Effectively

- Learn how to organize your presentation.
- How to prepare and present a computer / PowerPoint presentation etc.
- What to do prior to a presentation.
- Understand the impact of Visual communication.
- Understand the psychology of the Smile in communication.
- How to present to a cross-cultural audience.

- Observe what features attract an audience.
- Learn how to analyze your audience.
- Using positive visual imaging.
- How to use the telephone effectively and professionally.

Day 3: Strategy in negotiation skills

- Steps in win/win negotiation
- The keys to collaborative bargaining in partnering
- Leverage: What it is and how to use it
- Negotiation tactics and ploys
- Dealing with difficult negotiators and barriers
- Ethics in negotiation

Day 5: Higher-level negotiation skills for challenging situations

- Listening and responding to signals and informal information
- Recovering from reversals, errors and challenges
- Developing a climate of trust
- Higher-level conversation techniques
- Concentrating action on the needs of alliance partners

Registration form on the Training Course: Advanced Influence and Negotiation

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