

# MASTERING LEADERSHIP, NEGOTIATION & CONFLICT RESOLUTION

## A UNIQUE ½ DAY MASTERCLASS

### An Overview of Content – ½ DAY programme

Given by

Prof. Steve A. Tineo

#### A Practical and Interactive Masterclass

KYF® A methodology for surpassing yourself and going from Good to Great.

*Be empowered to 'know yourself' and raise your consciousness,  
to become the best possible version of yourself, including in negotiation and conflict resolution*

Adapted to the Middle East  
with Official Certification



**MAVERICK**  
Business Academy London  
The People's Learning Partner

For more info & to register:

[www.assertive.ch](http://www.assertive.ch)

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The Art of Ethical Negotiation

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 **ENLIGHTENED**  
MINDS

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## ½ Day

### 15 min: WELCOME & INTRODUCTION TO THE PROGRAMME

- Welcome by Steve A. Tineo, Assertive Group
- Session objectives & Presentation of the KYF® methodology

### 45 min: EMOTIONAL INTELLIGENCE & NEGOTIATION

- Understanding and using emotional intelligence for complex negotiations.
- Developing self-awareness to manage emotions during negotiations.
- Techniques for recognising, understanding and managing the emotions of others with empathy.
- How to integrate human capital strategies into negotiation processes.
- Fostering a collaborative and inclusive negotiation environment.
- Recognising the value of different points of view, valuing team members' strengths and weaknesses.
- Differences in Talents and Strengths.

### 30 min: FUNDAMENTAL PRINCIPLES AND PREPARATION FOR NEGOTIATIONS

- The principles and key stages of negotiation - what works and what doesn't.
- Setting clear objectives, common and shared goals and defining desired outcomes.

### 15 min: Break

### 45 min: NEGOTIATION STRATEGIES AND TACTICS

- Different negotiating styles and when to use them.
- Tactics for creating value.
- Techniques for dealing with objections and overcoming deadlocks.
- Identifying and analysing the 'interests' of all parties involved.

### 30 min: EFFECTIVE COMMUNICATION TECHNIQUES

- Creating links and establishing trusting relationships.
- Active listening and the power of questions.
- Non-verbal communication and its impact on negotiations.

### 30 min: Conclusion and Q&A

By focusing on these areas, you will improve your negotiation skills, not only in a professional context, but also in various aspects of your life. The combination of emotional intelligence, human capital strategies and ethical considerations will enable you to conduct complex negotiations with an increased level of effectiveness, finesse and ethical integrity.

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## MASTERCLASS OBJECTIVES

This masterclass aims to equip participants with practical negotiation tools and tactics that can be applied in a variety of scenarios to achieve successful outcomes.

### 1. UNDERSTANDING THE FUNDAMENTAL PRINCIPLES OF NEGOTIATION

- The principles and stages of negotiation.
- Key negotiation terms and concepts.
- The psychology behind successful and unsuccessful negotiations.

### 2. PREPARING FOR NEGOTIATIONS

- Preparing and gathering essential information.
- Setting clear objectives and defining desired outcomes.
- Identify and analyse the 'interests' of all parties involved.

### 3. EFFECTIVE COMMUNICATION TECHNIQUES

- Establishing rapport and trust.
- Active listening and asking the right questions.
- Non-verbal communication and its impact.

### 4. NEGOTIATION STRATEGIES AND TACTICS

- The different negotiation styles and when to use them.
- Tactics for creating and claiming value.
- Techniques for dealing with objections and overcoming deadlocks.

### 5. TOOLS AND PRACTICAL FRAMEWORKS

- BATNA, IVT and their importance.
- The use of negotiation models.

### 6. DEALING WITH DIFFICULT NEGOTIATIONS

- Strategies for managing stressful negotiations.
- Techniques for dealing with difficult or aggressive negotiators.
- Conflict resolution and finding mutually beneficial solutions.

### 7. ETHICAL CONSIDERATIONS

- Maintaining integrity and professionalism.
- Understanding ethical boundaries and avoiding manipulative tactics.
- Build long-term relationships through fair and transparent negotiations.

### 8. PRACTICAL APPLICATION

- Exercises, practical examples and real cases and group discussions.

### 9. EXPECTED OUTCOME

At the end of this masterclass, participants will be well versed in the art of negotiation, equipped with a solid set of tools and tactics, and confident in their ability to negotiate effectively in personal and professional contexts.

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