Mastering Negotiation, Persuasion & Critical Thinking

11 – 15 October 2027
Baku (Azerbaijan)



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Why This Course

In today's complex business environment, the ability to negotiate effectively, influence outcomes, and think critically is essential for success. Professionals who master these skills can secure better deals, resolve conflicts efficiently, and make strategic decisions that drive organizational results.

This intensive 1-week program combines proven theoretical frameworks with practical exercises, simulations, and case studies. Participants will learn how to approach challenging negotiations with confidence, apply persuasive techniques ethically, and enhance their critical thinking for high-stakes decision-making.

What You'll Learn and Practice

By participating in this program, you will:

- Develop a strategic and structured approach to negotiation.
- Master persuasion techniques for influencing individuals and groups.
- Enhance critical thinking skills for sound, timely decision-making.
- Handle difficult negotiators and resolve conflicts effectively.
- Apply ethical principles in negotiation and persuasive communication.
- Build and maintain professional alliances to support long-term success.

The Program Flow

Day 1: Foundations of Negotiation

- Understanding negotiation dynamics and principles.
- Preparing thoroughly for successful negotiations.
- Analyzing negotiation styles and adapting approaches.
- Building rapport and establishing trust with counterparts.

Day 2: Advanced Persuasion Techniques

- Principles of influence and persuasive communication.
- Crafting compelling arguments that resonate.
- Using nonverbal communication to reinforce messages.
- Overcoming resistance and handling objections effectively.



Day 3: Critical Thinking in Business

- Analytical reasoning and structured problem-solving.
- Evaluating information, assumptions, and sources critically.
- Recognizing cognitive biases and decision-making pitfalls.
- Making informed decisions under pressure and uncertainty.

Day 4: Negotiation Strategies and Tactics

- Win-win negotiation strategies and value creation.
- Managing challenging or difficult negotiators.
- Understanding and leveraging power dynamics.
- Cross-cultural considerations in global negotiations.

Day 5: Integrating Skills for Success

- Ethical considerations in negotiation and persuasion.
- Applying critical thinking to complex negotiation scenarios.
- Managing multi-party and high-stakes negotiations.
- Developing a personal action plan for immediate application.

Individual Impact

- Negotiate confidently to achieve favorable outcomes.
- Apply persuasion and influence skills ethically and effectively.
- Make sound, strategic decisions in complex scenarios.
- Build and maintain strong professional alliances.

Organizational Impact

- Improved deal outcomes and contract negotiations.
- More effective conflict resolution across teams and stakeholders.
- Enhanced leadership and influencing capabilities within the organization.
- Stronger long-term relationships and partnerships.

Training Methodology

- Interactive workshops, simulations, and real-world case studies.
- Role-playing exercises to practice negotiation and persuasion skills.
- Guided analysis and feedback on decision-making approaches.
- Peer discussions and reflection to reinforce learning.



Beyond the Course

Participants will leave equipped to:

- Approach negotiations with a structured, strategic mindset.
- Influence stakeholders and secure better outcomes ethically.
- Apply critical thinking to solve complex business challenges.
- Implement actionable strategies to strengthen professional alliances.

