Negotiation for Executives

23 – 27 November 2026
Amsterdam (Netherlands)



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Why This Course

In today's dynamic and high-stakes business environment, negotiation is a critical leadership capability.

Executives negotiate constantly — with partners, clients, teams, and regulators — and their ability to achieve mutually beneficial outcomes directly impacts organizational success.

This program equips leaders with advanced negotiation strategies, frameworks, and communication skills to manage complex discussions, build long-term relationships, and achieve win-win results. It combines practical tools with real-world simulations to help participants negotiate with confidence, precision, and integrity.

What You'll Learn and Practice

By joining this program, you will:

- Understand the psychology and dynamics of effective executive negotiation.
- Learn structured approaches for preparing, conducting, and closing negotiations.
- Strengthen communication, persuasion, and influence skills.
- Develop strategies for managing difficult people and high-pressure situations.
- Build confidence to lead negotiations that align with strategic and organizational goals.

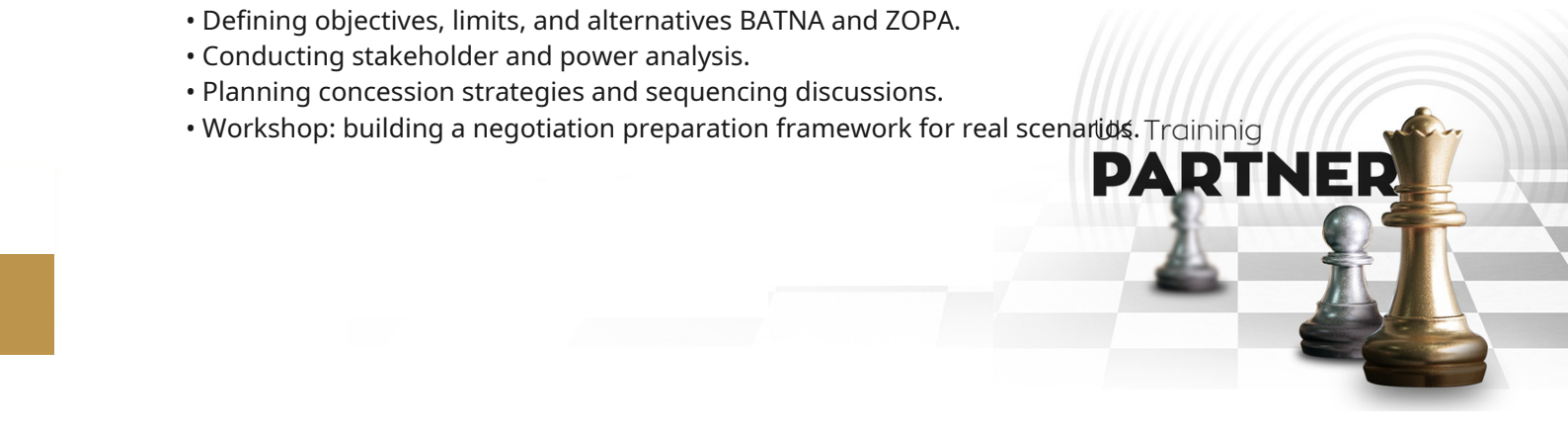
The Program Flow

Day 1: The Art and Science of Executive Negotiation

- The role of negotiation in leadership and organizational strategy.
- Understanding negotiation types: competitive vs. collaborative.
- The stages of effective negotiation: preparation, discussion, proposal, and closure.
- Case study: analyzing successful executive negotiations from global leaders.

Day 2: Strategic Preparation and Goal Setting

- Defining objectives, limits, and alternatives BATNA and ZOPA.
- Conducting stakeholder and power analysis.
- Planning concession strategies and sequencing discussions.
- Workshop: building a negotiation preparation framework for real scenarios.



Day 3: Communication, Influence, and Emotional Intelligence

- The role of listening, empathy, and body language in negotiation.
- Adapting negotiation styles to different personalities and contexts.
- Managing emotions, bias, and conflict constructively.
- Role-playing: persuasive communication in high-level negotiations.

Day 4: Managing Complex and Cross-Cultural Negotiations

- Negotiating across functions, organizations, and cultural boundaries.
- Handling multiparty and cross-border negotiations.
- Managing internal alignment and external stakeholders.
- Simulation: leading a complex, multi-stakeholder negotiation case.

Day 5: Closing, Follow-Up, and Long-Term Relationship Building

- Reaching agreements that create and sustain value.
- Documenting, communicating, and implementing negotiated outcomes.
- Turning short-term deals into lasting strategic partnerships.
- Action planning: creating your personal executive negotiation strategy.

Individual Impact

- Gain mastery of proven negotiation frameworks and best practices.
- Strengthen influence, confidence, and executive presence in negotiation settings.
- Improve ability to prepare strategically and think several steps ahead.
- Develop emotional intelligence and adaptability under pressure.
- Build lasting relationships that support long-term success and collaboration.

Work Impact

- Improve negotiation outcomes with clients, suppliers, and stakeholders.
- Strengthen internal alignment and collaboration across departments.
- Reduce risks, conflicts, and costs through better preparation and communication.
- Enhance the organization’s reputation for fairness and professionalism.
- Build a culture of strategic, ethical, and value-driven negotiation.

Training Methodology

This program combines strategic insight, behavioral science, and practical application to ensure participants can apply advanced negotiation techniques immediately.

Learning methods include:



- Real-world case studies and negotiation simulations.
- Group discussions and peer feedback sessions.
- Role-playing high-stakes negotiation scenarios.
- Video analysis of negotiation behaviors and techniques.
- Frameworks, templates, and self-assessment tools for continuous development.

Beyond the Course

Upon completion, participants will be equipped to negotiate with strategic clarity, emotional intelligence, and persuasive confidence.

They will leave with actionable tools to lead high-impact negotiations — achieving strong outcomes while preserving trust, relationships, and organizational integrity.

