

# Dierickx

# Negotiation Dynamics

**Workshop Part One (6 – 7 March 2018) and Part Two (8 – 9 March 2018)**

Peppers Clearwater Resort - Clearwater Avenue, Harewood, Christchurch



*“Professor Dierickx presented a thoroughly well-organised program, covering many aspects of negotiation, giving substantive methods and tools, in an insightful and often entertaining way. His depth of real-life experience informed the workshops, complementing the strong technical analysis.”*

Peter Wright, Barrister, Auckland

*“This workshop is one of the best I have attended and at a significant discount to the same programme at INSEAD. I have since encouraged many other senior managers to attend.”*

Mark Cairns, Chief Executive  
Port of Tauranga

## Advanced Techniques - Improved Results

### Learning by Doing

The best way to learn about negotiation is to negotiate. Gain invaluable experience by engaging in a broad range of face-to-face negotiations.

### Real Life Cases

All the material, cases and role-plays are based on real life negotiations. Examples and anecdotes are drawn from thirty years of negotiating experience.

### Practical Skills

Particular emphasis is given to negotiation practice, captured by the experience of negotiation professionals around the world.

### Key Benefits

- Master price negotiations
- Structure complex package deals
- Identify opportunities to create value
- Avoid arguments
- Maintain composure under pressure
- Manage long-term business relations

# PART ONE

**Tuesday 6 March**  
**Day One**  
**9.00am - 6.00pm**

## **Morning Session: Price Negotiations - Concepts and Tactics**

Participants carry out a one-on-one price negotiation.

- Diagnosis and preparation
- Concession patterns
- Focal points
- Commitment
- Opening offers
- Closing the deal
- The Twin Pillars of Bargaining Power: Alternatives and Information

## **Afternoon Session: Package Deals - Defining The Optimal 'Architecture' of Complex Agreements**

Participants negotiate a complex package deal.

- Creating a negotiable agenda
- Homans' Law
- Salami slicing
- Evaluating tradeoffs: 'Efficiency Ratios'
- Exploring options
- Using MESOS

**Wednesday 7 March**  
**Day Two**  
**8.00am - 4.30pm**

## **Morning Session: Mastering the Process Fundamentals**

- Retaining composure under pressure
- Maintaining a constructive negotiating atmosphere
- Making proposals: effective and ineffective language
- Handling tough questions
  - 'The Freezer' - The 'Marlin Fitzwater response'
  - 'Selective Hearing' - 'Schubert's Unfinished Symphony'
  - The 'Lionel Jospin response' - 'Truthful misdirection'
- Spotting lies - and knowing how to deal with them

## **Afternoon Session: Asymmetric Information**

Teams carry out a challenging negotiation where both sides have radically different views of the world.

- A process perspective on gaining personal credibility
- Using proposals to overcome the credibility gap
  - Signaling - Screening
- Promises and threats
- The negotiation time frame

## **Conclusion of Part One**

***"Fantastic in all regards. Professor Dierickx has an excellent style and wonderful experience. Can't wait to attend Part Two in the future."***

**Business Analyst, Holcim NZ Ltd, Christchurch**

# PART TWO

**Thursday 8 March**  
**Day One**  
**9.00am - 6.00pm**

## **Morning Session: Informal Influencing Skills**

While Part One dealt with arms' length negotiations, this session focuses on influencing people in informal encounters.

- Framing
  - Positive vs. Negative Frames
  - Perceptual contrast
- Effective listening: Ten Dos and Don'ts
- 'Classic Irritators': Exasperating habits and pedantic language
- How to win the battle for mind space: Ten techniques that don't rely on 'facts and logic'

## **Afternoon Session: Intra Company Negotiations**

- Teams carry out a complex internal negotiation
- Internal negotiations:
  - Breaking deadlock
  - Structuring available information
  - Converging Incentives
  - Impact on future bargaining position
- Managing conflict among subordinates
  - Lessons from arbitration experience: Conventional vs. 'Pendulum arbitration'

**Friday 9 March**  
**Day Two**  
**8.00am - 4.30pm**

## **Morning Session: Breaking Deadlock - A Process Perspective**

- Aggressive negotiation challenges
  - Stand-offs, stalling tactics and waiting games
  - Structural characteristics and psychological dynamics of conflict escalation
- Changing the structure of the problem: 'The Issue is Never the Issue'
- A process perspective on breaking deadlock: The method of the 'Five A's'

## **Afternoon Session: Negotiating Deals in an Uncertain Environment**

Teams negotiate a complex long-term agreement.

- Negotiating long term contracts in an uncertain environment
- Identifying opportunities to create value
  - Playing on differences between negotiation partners to create value
  - Creating 'expected' value: opportunities and limits
- Competition: Playing on differences to lock in a sustainable advantage

## **Conclusion of Part Two**

***"An excellent workshop - the most useful I have attended - excellent combination and sequence of theory and interactive exchange"***

General Manager, Dairy Laboratories South Ltd

# ADDITIONAL INFORMATION

## Fees

The fee for each workshop is \$2,419 (plus GST) per person. When six or more people are enrolled from the same company (or a group of associated companies) the fee is \$2,193.50 (plus GST) per person. Participants who book for both part 1 and part 2 of the programme at the same time receive a 15% discount.

## To enrol

Email Sharynn Johnson at [sharynn.johnson@idconsulting.nz](mailto:sharynn.johnson@idconsulting.nz) or phone 0204 432 667.

## Send no money now

You will be invoiced upon confirmation of enrolment. Cancellations less than 14 calendar days prior to the start of the workshop will not be refunded. Substitutions may be made at any time. A maximum of 24 participants will be accepted.

## Accommodation

Accommodation is available at Peppers Clearwater Resort (workshop venue) at participant's cost.

## Completion of Part One is a prerequisite for attending Part Two

## About Professor Ingemar Dierickx

Ingemar Dierickx holds a PhD (Business Economics) from Harvard University and an MBA from the Harvard Business School, where he was a Baker Scholar. He also holds law degrees from the Harvard Law School (LL.M.) and the Rijksuniversiteit Gent (Lic.Jur). He was Professor of Negotiation Analysis at INSEAD for nearly twenty-five years and subsequently joined The Moscow School of Management (Skolkovo) until 2010. Prior to joining INSEAD he worked at the Division of Research, Harvard Business School and with Professor Schelling, 2005 Nobel Laureate in Economics.

Ingemar Dierickx is a Director of I.D. Consulting Ltd. and a senior partner of D&AC - Negotiation Advisors, a company that offers a wide range of negotiation support services. For three decades, he has advised clients in a broad range of industries. As a negotiator, he has represented the interests of high net worth individuals, entrepreneurs and corporate clients. As a trainer and coach, he has run hundreds of highly successful negotiation workshops around the world.

[www.ingemar-dierickx.com](http://www.ingemar-dierickx.com)

**Past Attendees** Dierickx Negotiation Workshops, annually since 1994, have included participants from the following companies amongst many others:

Air New Zealand Engineering  
Airways Corporation of NZ Ltd  
Allied Concrete Ltd  
Allied Petroleum Ltd  
AMI Insurance  
AML Ltd  
Anthony Harper Lawyers  
Aoraki Polytechnic  
Apex Environmental Ltd  
Ashburton District Council  
Auckland Healthcare Ltd  
Bathurst Resources  
Bay of Plenty DHB  
Blue Scope Steel (Aust)  
Canterbury DHB  
Canterbury Employers  
Consultants Ltd  
Canterbury Scientific Ltd.  
Carter Holt Harvey Ltd  
Christchurch City Council  
Christchurch College of  
Education  
Christchurch Intl Airport Ltd  
Colliers International  
c3 Ltd  
Department of Courts  
Deta Consulting Ltd.  
Donaghys Industries Ltd  
Downer EDI Works Ltd (Aust)  
Duncan Cotterill Lawyers  
Eastern Coal Supplies  
Elastomer Products Ltd  
Forsyth Barr  
Foundation for Research,  
Science & Technology  
Fonterra Ltd  
Fulton Hogan Ltd  
Gough Technology Ltd  
GRD Macreas Ltd  
Guidant NZ Ltd  
Health Funding Authority  
Health Waikato Ltd  
Hilton Haulage Ltd  
Holcim Ltd  
H W Richardson Group Ltd  
Industrial Research Ltd  
Inland Revenue Department  
Investment New Zealand Ltd  
J. Ballantyne & Co Ltd  
Jade Software Corporation Ltd  
Lakeland Health Ltd  
Lincoln University  
Macpac Wilderness  
Equipment Ltd  
Marsh & McLennan Ltd  
Mighty River Power Ltd  
Ministry of Economic  
Development  
Ministry of Fisheries  
Ministry of Health  
Nelson Marlborough DHB  
Ngai Tahu Group Mgmt Ltd  
NZ Agriseeds Ltd  
NZ Army  
NZ Trade & Enterprise  
On Energy  
Orlon NZ Ltd  
Pacifica Seafoods Ltd  
PGG Wrightson Ltd  
Pharmac  
Port of Tauranga Ltd  
Port Otago  
Prevar Ltd  
Queensland Cement Ltd  
Ravensdown Fertiliser Co-op  
Rio Tinto, Australia & England  
Sanford Ltd  
SCIRT  
Simpson Grierson Lawyers  
Smudge Apps Ltd  
South Island Dairy Coop  
Southern Chicks Ltd  
South Port Ltd  
SouthRoads Ltd  
St Andrews College  
Tait Electronics Ltd  
Tasman Energy Ltd  
Telecom NZ Ltd  
The Court Theatre  
Toll Owens  
University of Canterbury  
Vega Industries Ltd  
Waitemata DHB  
White, Fox & Jones  
Westpac