



**CASS**  
BUSINESS SCHOOL  
CITY UNIVERSITY OF LONDON  
EST 1894

## Executive Education Open Programmes

### Fees

£995 (no VAT is charged)

Includes all meals, refreshments and programme materials.

### Duration

1 day

### Admissions criteria

All candidates must submit an application to ensure a qualified, executive-level cohort experience.

# Effective Negotiation Skills

Manage differences of opinion and contrasting interests to arrive at equitable solutions and meaningful outcomes that maintain and enhance work relationships with this highly practical programme.

## Programme overview

Whether we recognise it or not, we are required to negotiate and influence others in virtually every interpersonal and organisational situation we encounter. We are constantly required to deal with the difficult situations that arise from differences of opinion with and between various stakeholders. It is therefore no surprise that key models of strategic management and leadership effectiveness consistently identify negotiating and influencing skills as critical for individual and organisational success. This highly practical programme will provide you with frameworks, techniques and approaches with which you can manage differences of opinion and contrasting interests to arrive at equitable solutions and meaningful outcomes that maintain, and in many instances enhance, existing work relationships.

## Who is the programme for?

Professionals across a variety of departments with significant negotiation responsibilities are encouraged to apply. Your organisational situation is ideally defined by some or all of the following characteristics: high employee autonomy and independence with responsibility for multiple tasks; ambiguous or overlapping roles and goals; difficulty in measuring employee performance; high levels of uncertainty and change; and decisions involving multiple stakeholders.

## Focus and structure

The programme is divided into two parts; a blend of theory and practice in the form of experiential exercises. The first reviews what is known about effective negotiations and exercising influence.

The second part focuses on the practical application of these key elements and characteristics. The programme uses a variety of techniques including face-to-face teaching, case studies and experiential exercises to introduce you to several key frameworks, and to enable you to: analyse and prepare for both formal and informal negotiations; formulate appropriate interpersonal strategies; manage the processes of interaction; and where possible, to arrive at beneficial outcomes for all stakeholders.

## Programme benefits

- Recognise your preferred negotiating style and how to manage the repertoire of available styles
- Identify common sources of conflict at work and how to resolve them
- Understand and recognise the key elements and stages common to all negotiations
- Formulate an effective negotiating strategy
- Develop techniques and tactics for dealing with challenging people
- Embed reliable and well established negotiating techniques that consistently deliver positive results.

Apply now at  
[cass.city.ac.uk/execed](https://cass.city.ac.uk/execed)



## Open personal development programmes

- Strategic Decision Making for Leaders
- Becoming an Effective Leader
- Effective Negotiation Skills
- Practical Accounting and Finance for Entrepreneurs
- Leading Digital Transformations
- Finance for Non-Financial Leaders
- Developing your Core Consulting Skills
- Leadership Communication: Present Yourself with Lasting Impact.

## World class faculty lead by:

### Professor Cliff Oswick



Cliff joined Cass in 2011 as a Professor in Organisation Theory. He also served as Head of the Faculty of Management and

Deputy Dean at Cass between January 2011 and January 2016. Before coming to Cass he spent 4 years at Queen Mary, University of London as a Professor of Organisation Theory in the School of Business and Management and served as Dean of the Faculty of Law & Social Sciences (2007-2011). He has also previously held posts at University of Leicester (2002-2007), King's College,

University of London (1990-2002), and University of Westminster (1988-1990).

Before becoming a full-time academic in 1998, Cliff worked as a HR manager in local government. Cliff's research focuses on the application of aspects of discourse, dramaturgy, tropes, narrative and rhetoric to the study of organisations and organising. He is particularly interested in the study of leadership processes, employee engagement, and organisational change. He has published over 120 academic articles and contributions to edited volumes. Beyond his academic responsibilities, Cliff has also undertaken a variety of consultancy projects, senior coaching activities and executive development assignments with a number of high profile corporate clients.

## An experience at the heart of global business

London is one of the world's great business centres and a hub of creativity and innovation. With the Lord Mayor of London as our Chancellor, we provide unparalleled connections to an elite network of businesses and organisations. Learn with the people shaping markets and leading new trends in our executive development facility, designed with active, collaborative working in mind.

Apply now at  
[cass.city.ac.uk/execed](https://cass.city.ac.uk/execed)

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