### BEHAVIORAL ECONOMICS: UNDERSTANDING AND SHAPING CUSTOMER AND EMPLOYEE BEHAVIOR

**What You Will Learn**
Gain fundamental insight into how people think and make decisions—and how subtle yet powerful changes to the decision-making environment can influence outcomes. Learn how to promote customer and employee behavior that aligns with business goals and drives success.

**Key Benefits**
- Design products and services that create more value for customers
- Boost employee motivation and idea generation
- Understand decision science, including psychological biases and the impact of group dynamics
- Sharpen your analytical and decision-making skills
- Improve problem solving and decision-making across the organization

### CHANGING THE GAME: NEGOTIATION AND COMPETITIVE DECISION-MAKING

**What You Will Learn**
Develop your skills as a negotiator and decision-maker by engaging in hands-on exercises and simulations—then assessing the actions that produced different outcomes. Become someone your organization can trust with critical partner, vendor, client, investor, and other important negotiations.

**Who Should Attend**
Executives who engage in activities such as:
- Sales and business development
- Strategic alliances and business partnerships
- Dispute resolution and consensus building
- Procurement and purchasing
- Finance
- Consulting

### MERGERS AND ACQUISITIONS: STRATEGY, EXECUTION, AND POST-MERGER MANAGEMENT

**What You Will Learn**
Whether buying or selling, gain new ability to broker powerful deals and create shareholder value. Through valuation exercises, negotiation simulations, and more, grasp the whole M&A process, from strategy and valuation to cross-functional execution and post-merger management.

**Who Should Attend**
Senior executives in public or private companies involved in M&A activity, including:
- C-suite executives
- Strategy heads
- Board members
- Investors
- Heads of HR or IT

### STRATEGIC NEGOTIATIONS: DEALMAKING FOR THE LONG TERM

**What You Will Learn**
Prepare for greater success in complex, high-stakes deals. Through simulations and insights from the world’s best dealmakers, build your skill in the three dimensions of negotiation: maximizing effectiveness at the table, engineering deals, and designing negotiation processes.

**Who Should Attend**
Senior executives who face complex and challenging negotiations, especially those who are:
- Realigning corporate strategy
- Undertaking a sizable deal
- Settling a major dispute
- Juggling multiple constituencies

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