## 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

**Who Should Attend**

- Executives with 10+ years of experience who lead product development, human resources, marketing, advertising, business development, or sales
- Individuals responsible for product design, product management, or risk management

## 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.

**Key Benefits**

- Develop the psychological insights and practical skills you need to be more effective at the negotiating table
- Close deals that create more value for all parties—along with optimal results for your side
- Build more effective relationships with all parties
- Audit and enhance your own and others’ decision-making and skills
- Predict the outcome of strategic interactions

**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.

**Key Benefits**

- Negotiate complex multi-party, multi-issue deals that improve corporate performance
- Identify the right targets, assess business value accurately, and perform meaningful due diligence
- Integrate new acquisitions efficiently and effectively
- Understand the challenges and opportunities presented by hedge fund activism, hostile takeovers, cross-border deals, corporate inversions, earn-outs, spin-offs, restrukturings, and corporate governance
- Build stronger M&A strategies

**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.

**Key Benefits**

- Implement an effective strategic planning process for any negotiation
- Bring together the right players, address key issues, and develop the best process for each deal
- Address multiple parties and agendas, multiple cultures, and evolving timeframes
- Build productive, long-lasting business relationships
- Approach every negotiation with greater skill and confidence

**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