## Negotiation & Decision-Making Programs

### Behavioral Economics—Virtual
- 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
- 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
- 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
- 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

### 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

### 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

### 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.
- 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.
- 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.
- 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.