

# Training: Negotiation Theory

## Negotiation – The Harvard-Principle

**02 October 2018**  
Forschungszentrum  
Jülich GmbH

Start: 09:00 Uhr  
End: 17:00 Uhr

Language: English  
Duration: 8 hours  
Number of Participants: max. 12-14

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# Negotiation Theory

## Negotiation According to the Harvard-Principle

### Description

Negotiations represent an important component of the daily business life. Even though they are of great importance, negotiation skills are neither taught in school nor are they being further discussed in universities. In order to close this gap, topics as the four steps Harvard Concept as well as related case-studies are handled within this training.

Here, the purpose is to focus on personal interests by simultaneously creating more possible solutions and thus guarantee a positive outcome.

Furthermore, it should be shown that the effectiveness of negotiations depends on strategies which are based on focusing on individual interests of the parties involved and not on their positions.

### Content

#### Topics and content

Aim of this training can be defined as the development of a deepened understanding of various negotiation principles. Therefore, the following topics will be discussed in detail and supported by a multi-level case study:

- The Problem – Don't Negotiate Positions
- The Principle – The Harvard-Concept
- The Method – Separation: Human and Substantive Problems
- The Method – Focus on Interests, Forget about Positions
- The Method – Develop Options for Mutual Benefit
- The Method – Utilize Objective Criteria

Academy Training  
Innovation Management  
02 October 2018  
Duration: 8 hours

Location: Forschungszentrum Jülich GmbH  
Wilhelm-Johnen-Str, 52428 Jülich

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## Time Schedule

Collect Expectations, Agenda	9:00 am
Executive Summary	
The Problem: Don't Negotiate Positions	9:30 am
Role Play	
Break	10:15 am
The Principle – The Harvard-Concept	
The Method – Separation: Human and Substantive Problems (Case)	10:30 am
Case-Study	
Break	11:20 am
The Methods – Focus on Interest, Forget about Positions	
Case-Study	11:30 am
Lunch Break	12:30 pm
The Method -- Develop Options for Mutual Benefit	
Case-Study	13:15 pm
Break	14:45 pm
The Method – Utilize Objective Criteria	
Case-Study	14:55 pm
Wrap-Up, Take Home Messages	16:15 pm
Expectations, Flashlight	16:30 pm

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