



CROSS CULTURAL NEGOTIATION

COURSE DETAILS

Building off Hofstede's Model, this course will build on frameworks and concepts encountered in the multicultural business environment and explore how they play out in a negotiation situation. To do so, we must first develop our knowledge and understanding of the nature and dynamics of negotiation itself. The course will involve a balanced approach, with some theory, practical negotiation exercises and case studies.

COURSE OBJECTIVES

- Be familiar with concepts used in the study of international business negotiations;
- Understand how different variables & contexts can influence business decisions and negotiations;
- Develop an understanding of theoretical perspectives concerning the nature of effective international negotiation.

PREREQUISITE

Intermediate level in English.

PLACE OF TRAINING

Virtual classroom

TOTAL DURATION

15 hours

YOUR CONSULTANT - TRAINER

Dr. Michael Rodriquez has over 10 years teaching undergrad and MBA students. In 2018, he won the Best Teaching Innovation award for Cross Cultural Role Play Simulation. He has a PhD from Stevens Institute of Technology.

PROGRAM CONTENT

- Introduction: What Is Negotiation?
- Cultural Differences, Importance of Preparing for International Negotiations.
- Don't Bargain Over Positions
- Separate People from Problems
- Focus on Interest Not Positions
- Invent Option For Mutual Gains
- Insist on Using Objective Criteria
- The Global Negotiator/Review of Culture/ Cross Cultural Discussion
- The CAGE Distance Framework
- The ADDING Value Scorecard
- Strategies for Global Value Creation
- Adaptation – Adjusting to Differences
- Aggregation – Overcoming Differences
- The Global Negotiator/Cultural Barriers
- Aggressive Negotiators/Gender, Race and Ethnicity

CERTIFICATION

ECLA will issue a certificate to each participant at the end of the course indicating the exact hours of training.

COURSE FEES

FEE

Invoiced and payable upon registration.

ECLA MEMBER

€ 1.295,00

REGULAR FEE

€ 1.695,00

CONTACT DETAILS

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