

Effective Negotiations: Strategies and Tactics

presented by

Jim Olson, MBA

Lecturer, former Executive-in-Residence | UC Davis Graduate School of Management



In this hands-on program, you will be introduced to the science and art of negotiating successfully; in business and in life. We negotiate many times a day, often without even realizing it. By learning and practicing negotiating basics, you will dramatically improve your confidence entering important negotiations, and the outcomes from those negotiations. You will negotiate with other attendees in a safe, learning-rich

environment. Lecture time is minimal. Learning by doing is emphasized.

Who Should Attend?

- Those who negotiate to secure agreements, including, but not limited to, job offers, promotions, asset purchases, resource allocations, organization decisions, and mergers and acquisitions.
- Those who lack confidence when negotiating.
- Those who understand negotiation basics but desire to improve outcomes while maintaining relationships.

Learning Objectives and Program Benefits

- Better understand the nature of negotiations including the influence of human interests, goals, perceptions, and emotions.
- Develop an intellectual framework based on social psychological theory to help analyze negotiation problems.
- Develop skills and confidence as a negotiator.
- Gain valuable experience in the negotiation process in a variety of contexts.
- Gain insights from the instructor's experience negotiating in Fortune companies and as CEO of a technology company.

You will come away with the confidence and skills to improve outcomes in any negotiation.

For more information and to register:

gsm.ucdavis.edu/negotiations

One-day program. Choose from:

FRIDAY

June

30

Gallagher Hall,
UC Davis GSM

TUESDAY

December

12

Bay Area Campus,
UC Davis GSM

Program Schedule

Continental Breakfast: 8:00 - 9:00 a.m.

Morning Session: 9:00 a.m. - 12:00 p.m.

Lunch: 12:00 - 1:30 p.m.

Afternoon Session: 1:30 - 4:30 p.m.

Registration Fee

This one-day program is \$1,500.

Fee includes all course materials, education fees, continental breakfast, lunch and snacks.

Special pricing available to UC Davis and GSM alumni.

Group pricing rates are available if registering two or more people from the same company at the same time.

EXECUTIVE EDUCATION