

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

# Negotiation Strategies for Leaders

5 days | Classroom training | English

**SMART HORIZON**

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London W2 6BD, United Kingdom

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# Course content

## Why attend

Leaders negotiate constantly with partners, suppliers, unions, investors and colleagues. This course builds advanced negotiation capability: preparing thoroughly, understanding interests and power, creating value through trade-offs, handling tough tactics, negotiating in teams and across cultures, and preserving relationships after the deal.

Many leaders leave value on the table or damage relationships in negotiations. You will learn a structured approach that achieves better outcomes and lasting agreements.

## Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

## Course methodology

Negotiation simulations with debriefs, preparation templates, video feedback and analysis of high-profile negotiations.

## Course objectives

By the end of this course, participants will be able to:
• Prepare negotiations systematically
• Analyse interests, options and alternatives
• Create and claim value in complex deals
• Handle hard tactics and deadlock
• Negotiate effectively as a team and across cultures
• Close and implement agreements

## Target audience

This course is suitable for:
• Senior managers and directors
• Business development leaders
• Procurement and commercial heads
• HR leaders in labour negotiations
• Partnership managers



# Course content

## Target competencies

Participants will develop competencies in:

- Negotiation preparation
- Value creation
- Persuasion
- Conflict handling
- Deal closure

## Course outline

### Day 1: Negotiation Foundations

| | |
|---|---|
| **09:00–10:08** | Positional versus principled negotiation |
| **10:08–11:00** | Interests, options and BATNA |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Interests, options and BATNA (continued) |
| **11:45–12:53** | Personal negotiation style |
| **12:53–14:00** | Simulation 1: two-party deal |

### Day 2: Preparation

| | |
|---|---|
| **09:00–10:08** | Preparation framework |
| **10:08–11:00** | Power and leverage |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Power and leverage (continued) |
| **11:45–12:53** | Setting targets and walk-away points |
| **12:53–14:00** | Workshop: preparing a real negotiation |

### Day 3: Creating and Claiming Value

| | |
|---|---|
| **09:00–10:08** | Trade-offs and packaging |
| **10:08–11:00** | Anchoring and concessions |
| **11:00–11:30** | **Coffee break** |



# Course content

| | |
|---|---|
| **11:30–11:45** | Anchoring and concessions (continued) |
| **11:45–12:53** | Multi-issue negotiation |
| **12:53–14:00** | Simulation 2 |

## Day 4: Tough Situations

| | |
|---|---|
| **09:00–10:08** | Hard bargaining tactics |
| **10:08–11:00** | Deadlock and impasse |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Deadlock and impasse (continued) |
| **11:45–12:53** | Emotions and trust |
| **12:53–14:00** | Role plays |

## Day 5: Complex Negotiations

| | |
|---|---|
| **09:00–10:08** | Team negotiations |
| **10:08–11:00** | Cross-cultural negotiation |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Cross-cultural negotiation (continued) |
| **11:45–12:53** | Closing and implementation |
| **12:53–14:00** | Final simulation |

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



# Course content

## Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Amsterdam<br>Confirmed dates | 16 Nov 2026 | 20 Nov 2026 | **£2,540.–** |
| Online<br>Confirmed dates | 16 Nov 2026 | 20 Nov 2026 | **£1,250.–** |
| Rome<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **£2,450.–** |
| Online<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **£1,250.–** |
| London<br>Confirmed dates | 11 Jan 2027 | 15 Jan 2027 | **£2,450.–** |
| Online<br>Confirmed dates | 11 Jan 2027 | 15 Jan 2027 | **£1,250.–** |
| Cape Town<br>Confirmed dates | 1 Feb 2027 | 5 Feb 2027 | **£1,890.–** |
| Online<br>Confirmed dates | 1 Feb 2027 | 5 Feb 2027 | **£1,250.–** |
| Vienna<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **£2,940.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **£1,250.–** |
| Cape Town<br>Confirmed dates | 8 Mar 2027 | 12 Mar 2027 | **£1,890.–** |
| Online<br>Confirmed dates | 8 Mar 2027 | 12 Mar 2027 | **£1,250.–** |
| Barcelona<br>Confirmed dates | 29 Mar 2027 | 2 Apr 2027 | **£2,840.–** |
| Online<br>Confirmed dates | 29 Mar 2027 | 2 Apr 2027 | **£1,250.–** |
| Vienna<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **£2,940.–** |
| Online<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **£1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **£1,450.–** |
| Online<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **£1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| London<br>Confirmed dates | 31 May 2027 | 4 Jun 2027 | **£2,450.–** |
| Online<br>Confirmed dates | 31 May 2027 | 4 Jun 2027 | **£1,250.–** |
| Paris<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **£2,860.–** |
| Online<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **£1,250.–** |
| Frankfurt<br>Confirmed dates | 5 Jul 2027 | 9 Jul 2027 | **£2,650.–** |
| Online<br>Confirmed dates | 5 Jul 2027 | 9 Jul 2027 | **£1,250.–** |
| Barcelona<br>Confirmed dates | 26 Jul 2027 | 30 Jul 2027 | **£2,840.–** |
| Online<br>Confirmed dates | 26 Jul 2027 | 30 Jul 2027 | **£1,250.–** |
| Rome<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **£2,450.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **£1,250.-** |
| Dubai<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **£3,150.-** |
| Online<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **£1,250.-** |
| Rome<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **£1,250.-** |
| Dubai<br>Confirmed dates | 11 Oct 2027 | 15 Oct 2027 | **£3,150.-** |
| Online<br>Confirmed dates | 11 Oct 2027 | 15 Oct 2027 | **£1,250.-** |
| Cape Town<br>Confirmed dates | 1 Nov 2027 | 5 Nov 2027 | **£1,890.-** |
| Online<br>Confirmed dates | 1 Nov 2027 | 5 Nov 2027 | **£1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Dubai<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **£3,150.-** |
| Online<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **£1,250.-** |
| Istanbul<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **£2,650.-** |
| Online<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **£1,250.-** |

## Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

## Contact Smart Horizon

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