

NEGOTIATION MASTERY FOR LEGAL PROFESSIONALS

An SCCA exclusive in collaboration with
The Negotiation Academy™



LEVEL 1

The Essential Negotiator Framework

LEVEL 2

The Advanced Negotiator Toolbox

LEVEL 3

The Master Negotiator Strategy

The Essential Negotiator Framework

To be a legal professional .. means to be a Negotiator!

Whether you are settling a claim in international arbitration, concluding a high-stake merger deal, agreeing on a representation strategy with a colleague, or devising a liability clause in a contract, negotiation skills make all the difference when it comes to standing out as an exceptional legal professional.

But more than that: It is not just the quality of results that is widely impacted by your negotiation strategy and skills. Client satisfaction has been proven to be directly related to effective communication and a strong focus on client interests, also known as the client-centric negotiation approach.

Your clients' perception of the process and the way you manage a case or dispute has become just as important as the results, and negotiation skills are the golden bridge between outstanding legal results and superior client satisfaction.

This course is designed to provide you with a comprehensive understanding of negotiation principles, particularly the renowned Harvard Negotiation Concept. It will equip you with practical tools and techniques that can be applied to your everyday work, integrating various negotiation styles, powerful communication methods, and preparation frameworks.

Interactive negotiation role plays, case studies, discussion groups, preparation and feedback will enable you to:

- Experience the power of interest-based negotiation and communication.
- Explore strategies and tools for effective preparation and skilful execution.
- Receive hands-on feedback that can be implemented immediately in your work.

Course Details

1. Introduction to Negotiation

- The importance of negotiation skills in the daily practice of legal professionals
- Understanding the fundamental principles and styles of successful negotiations

2. Collaborative Negotiation: Growing the Pie (Harvard Style)

- Leveraging interests to create value and achieve mutually beneficial outcomes
- Generating options that meet the needs of all parties involved
- Managing interpersonal conflicts by focusing on the problem, not the people

3. Competitive Negotiation: Splitting the Pie (Distributive Negotiation)

- Employing effective opening offers and counteroffers, considering the "anchoring effect"
- Utilizing BATNA (Best Alternative to a Negotiated Agreement) and ZOPA (Zone of Possible Agreement) for optimal results
- Applying concession strategies based on understanding human psychology

4. Preparation for Negotiation

- Seven steps to efficiently prepare for negotiations within a limited timeframe
- Identifying objectives and priorities from both sides of the negotiation
- Gathering relevant information, evaluating strengths, and exploring alternatives

5. Effective Communication in Negotiation

- Utilizing active listening and effective questioning techniques to gather information and gain insights
- Implementing assertive communication strategies to express needs and interests clearly
- Establishing rapport and building trust to foster constructive dialogue



The Advanced Negotiator Toolbox

TO BE A GREAT NEGOTIATOR

...you need to build a toolbox of skills.

Mastering the art of using the right negotiation tool and approach at the appropriate time and with the suitable person distinguishes the best negotiators from the rest, especially in high-stakes negotiations.

Whether you're entrusted with brokering high-stakes business deals, navigating complex agreements, or adeptly resolving conflicts, your ability to approach every negotiation with our flexible toolbox becomes your ultimate competitive advantage.

This advanced negotiation skills training program will provide you with a comprehensive toolbox of techniques and strategies for achieving successful negotiations. From understanding your personal negotiation style to managing challenging negotiations, and from mastering advanced techniques to overcoming obstacles, this program offers a holistic approach to the negotiation tools that contribute to your success.

Interactive negotiation role plays, case studies, discussion groups, preparation and feedback will enable you to:

- Develop effective strategies for managing difficult negotiations and challenging personalities.
- Master advanced negotiation techniques and problem-solving skills.
- Acquire insights on leveraging power dynamics effectively.
- Learn leadership skills and effective team negotiation strategies to enhance collaboration and manage group negotiations.

Course Details

1. Personal Negotiation Styles and Dynamics

- Gain insight into your own negotiation style through self-assessment tools.
- Learn how to adapt and respond effectively to different negotiation styles.
- Understand the impact of personal dynamics on the negotiation process.

2. Handling difficult negotiations and challenging personalities

- Develop effective communication strategies to navigate challenging personalities.
- Acquire active listening techniques to comprehend underlying concerns and motivations.
- Master conflict management techniques and rapport-building skills for difficult negotiations.

3. Advanced Negotiation Techniques

- Learn negotiation planning and strategy development to achieve desired outcomes.
- Analyze the other party's interests, limits, and motivations to create mutually beneficial agreements.
- Discover how to leverage power dynamics effectively to maximize negotiation success.

4. Overcoming Obstacles

- Acquire strategies for addressing resistance and objections during negotiations.
- Develop techniques to manage emotions and maintain professionalism in challenging situations.
- Enhance problem-solving skills and explore creative solutions to overcome obstacles.

5. Leverage and Power

- Understand the concept of leverage and learn how to use it strategically.
- Utilize different sources of power and persuasion to influence negotiation outcomes.
- Employ BATNA (Best Alternative to a Negotiated Agreement) analysis and decision trees to develop a comprehensive negotiation strategy.

6. Team Negotiations and Leadership

- Learn effective methods for building and managing negotiation teams.
- Acquire facilitation skills to foster productive group discussions.
- Discover techniques for creating consensus and managing conflicts within a team.
- Develop leadership skills to lead negotiation teams and coordinate available resources.



The Master Negotiator Strategy

TO BE A MASTER NEGOTIATOR

...you need to have a solid negotiation strategy.

Negotiation is a delicate art and science that requires careful planning and execution. A negotiation strategy based on insights into psychology and decision-making, game theory, culture, and group dynamics, serves as a roadmap, guiding negotiators through the complexities of the process while maximizing their chances of success and value-add.

Having a well-thought-out negotiation strategy is the foundation for negotiators to confidently build a superior negotiation and communication plan, navigate challenging situations, effectively communicate their positions, and ultimately achieve mutually beneficial outcomes.

As you delve deeper into the art of negotiation, this workshop will enhance your understanding of the scientific and strategic aspects of negotiation, complementing your existing knowledge of effective negotiation principles.

Through interactive case studies, you will gain invaluable insights to refine your negotiation strategy. From exploring negotiation psychology and decision-making science to leveraging Pareto optimality and game theory, and effectively navigating cross-cultural and multi-party dynamics, this Master-level workshop will empower you to:

- Understand negotiation psychology and decision-making science for more effective negotiations.
- Leverage Pareto optimality and game theory for value creation.
- Adapt negotiation strategies to cross-cultural contexts.
- Manage multi-party negotiations and navigate power dynamics.

Course Details

1. Game Theory Fundamentals

- Introduction to game theory and its practical applications in negotiation contexts
- Exploring key concepts such as players, strategies, payoffs, and equilibrium
- Analyzing various types of games, including zero-sum and non-zero-sum

2. Negotiation Psychology

- Understanding the influence of biases and decision shortcuts on negotiation outcomes
- Leveraging the framing effect to shape perceptions and enhance negotiation effectiveness
- Overcoming cognitive barriers and selective perception for improved decision-making

3. Pareto Optimality and Value Creation

- Understanding the significance of Pareto optimality in negotiation and its impact on outcomes
- Maximizing joint gains and fostering value creation through negotiation strategies
- Developing approaches to identify and expand the Pareto frontier for mutual benefits

4. Cross-Cultural Negotiation

- Recognizing and navigating cultural differences in international negotiation settings
- Adapting negotiation strategies to accommodate diverse cultural norms and practices
- Overcoming language and communication barriers through effective cross-cultural communication techniques

5. Multi-Party Negotiations

- Understanding the complexities and dynamics of negotiations involving multiple parties
- Strategies for effective coalition formation and management
- Navigating power dynamics and reaching agreements in complex negotiation environments

6. Post-Negotiation Evaluation and Learning

- Evaluating negotiation outcomes and performance to assess the effectiveness
- Promoting continuous improvement and learning from negotiation experiences
- Identifying opportunities for organizational growth and development through post-negotiation analysis



What do people say about this course

"Business and legal negotiations are increasingly based more on science than art. One can count on one hand the number of people with the knowledge and experience to provide effective, practical training. Claudia Winkler is unquestionably one of them. When she has conducted training for our company, the feedback has been uniformly phenomenal, with some of the participants noting that it was the best training they had ever taken in any subject, ever."



Michael McIlwrath

Global Chief Litigation Counsel, Baker Hughes GE

"As lawyers, we tend to think we know a lot about negotiations but after two days of challenging workshops, well-fed with updated research and fuelled with excellent discussions, I am now able to choose from a whole new set of different techniques and strategies. Thank you to Claudia for the superb workshop, which is highly recommended to everybody in the legal field."



Christina Taeuber

Legal Counsel, STRABAG

"Truly amazing course! Claudia managed to put so much useful input in a course which only lasted 8 hours in total. Usually, I am a bit sceptical about these kind of courses. What can be achieved in a couple of hours? Answer is: a lot when you participate in Claudia's course. She really knows how to motivate and push her clients. She provides a clear and structured guidance, immediately sees the strengths of her participants as well as their room for improvement and last but not least the course is fun!"



Dr Ramon Sieven

Senior Legal Counsel | Public and Regulatory Affairs Manager, Onyx

"I love working with Claudia. She is the negotiator's negotiator. She is highly competent, fantastically talented and has great communication skills. I highly recommend working with her."



Prof. Nadja Alexander

Academic Director SIDRA at Singapore Management University

"I had the opportunity to be a part of Claudia's Legal Negotiation Workshop. It was honestly such a lovely session - so informative, yet still fun and engaging. I won't be forgetting the takeaways from the workshop anytime soon."



Disha Bhomawat

VP & Corporate Counsel APEC, Marriot International

"Claudia's negotiation training was an exhilarating and enriching experience. The case studies were very well drafted and unique. They made me think through and dive deep into the subject. It showed how knowing the core framework for interest-based negotiation along with the little negotiation secrets can make a long-lasting difference in your everyday success."



Swati Joshi

Asst.-Manager, Legal, Fidelity Investments

Learning Modules

Negotiation Mastery for Legal Professionals series comprises of 3 Competency Levels and the course for each Level is held separately:

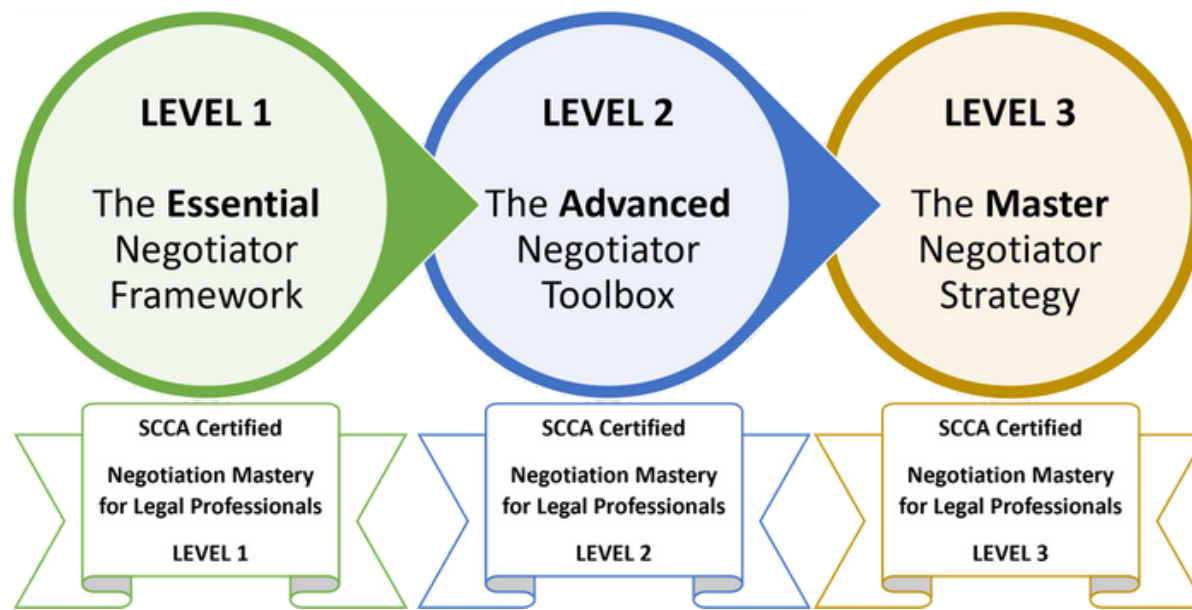
► **Level 1 - The Essential Negotiator Framework**

► **Level 2 - The Advanced Negotiator Toolbox**

*You must complete Level 1 before taking Level 2

► **Level 3 - The Master Negotiator Strategy**

*You must complete Level 2 before taking Level 3



SCCA Competency Framework

- Where this course maps on the competency framework.
- [View the SCCA Competency Framework](#)

Competency Levels	Learning Pillars		
	Technical	Business	Future-ready
Level 1 Modules: Basic		Level 1 - The Essential Negotiator Framework	
Level 2 Modules: Advanced		Level 2 - The Advanced Negotiator Toolbox	
Level 3 Modules: Expert		Level 3 - The Master Negotiator Strategy	



SILE-Accredited Activity

Practice Area: **Professional Skills**
 Training Level: **Foundation/Intermediate**



About the Trainer



Dr. Claudia Winkler

LL.M. (HARVARD)

FOUNDER & CEO | NEGOTIATION ACADEMY LLC

INDUSTRY EXPERTISE

- LAW
- OIL & GAS
- EDUCATION
- COMMUNICATION CONSTRUCTION
- FINANCE
- E-COMMERCE
- INFORMATION TECHNOLOGY
- ENERGY TECHNOLOGY
- PROFESSIONAL SERVICES REAL ESTATE

PERSONAL

lived in 7 countries and 4 continents; grew up on a vineyard; enjoys rock climbing and weight lifting; gave up negotiating with 2 toddlers; loves great food and wine;

LANGUAGES

ENGLISH
GERMAN

CONTACT

M: +65 8210 4179
E: claudia@necademy.com

SOCIAL

 /drclaudiawinkler

 www.necademy.com

CLIENTS



Deloitte.



STRABAG

Baker Hughes 
UNIVERSITY



IN A NUTSHELL

Austrian-born, global at heart; engaging and innovative trainer with a background in law, mediation and communication; educated at the Harvard Negotiation Project; trained 4,500+ professionals in 126 countries; known most for her energetic, personal and results-oriented approach.

EXPERIENCE

FOUNDER & CEO

The Negotiation Academy LLC | 2014 - today

- trained 4,500+ professionals on 5 continents
- doubled customer base during Covid with engaging online training
- created online and blended learning solutions with 200+ video elements
- designed complete training paths for 500+ people at tier 1 firms

ADR DEVELOPMENT COORDINATOR / SPECIAL COUNSEL TO EXEC. DIR.

New York International Arbitration Center | 2013 - 2014

POSTDOCTORAL SCHOLAR WITH TENURE OPTION

Institute for European Law, University of Linz | 2011 - 2012

EUROPEAN COMMISSION STAGIAIRE

DG Competition, European Commission, Brussels | 2011

EDUCATION

HARVARD LAW SCHOOL - LL.M.

Boston, USA | 2012-2013

Honors: Fulbright Scholarship; Harvard Boas Scholar

UNIVERSITY OF LINZ, - MAG. IUR AND DR. IUR.

Linz, Austria | 2006-2011

Honors: summa cum laude during master and doctoral studies

EUROPEAN BUSINESS SCHOOL - EXCHANGE .

London, UK | 2009 - 2010

Honors: President of the International Student Bureau

[Visit SCCA Academy](#)