

Cambridge Judge Business School • Executive Education

THE CAMBRIDGE NEGOTIATIONS LAB - CYPRUS



UNIVERSITY OF
CAMBRIDGE
Judge Business School

ExecutiveEducation





The Cambridge Negotiations Lab - Cyprus

The Cambridge Negotiations Lab has been designed as an experiential learning environment for one simple reason: you improve your ability to negotiate by “doing it” and benefiting from feedback by others. This interactive workshop offers the opportunity to be reflective whilst putting into practise techniques and approaches for negotiating better outcomes. Theory will frame your experience, and each of the four sessions will be structured around an actual negotiation, ranging from a relatively simple two-party scenarios to vastly more complex multi-party ones.

Dates and fees

- 26-27 September 2024
- £2,990 + VAT (where applicable)

[Visit our website](#)

The facilitator for Cyprus



CIM - Cyprus Business School

CIM-Cyprus Business School was established in 1978 in Nicosia as The Cyprus Institute of Marketing and has been operating also in Limassol since 1984. Originally set up to promote the science of Marketing in Cyprus and abroad, during the last 45 years, CIM-Cyprus Business School has evolved into an all-round Business School, offering an array of programmes at both Undergraduate as well as Postgraduate level – from Marketing, Business, to Accounting and Finance, Shipping, and Human Resource Management, Law, Hospitality Management and other.

Over the years, CIM-Cyprus Business School has provided the opportunity to more than 10,000 students to acquire acclaimed qualifications and fulfil their aspirations. A lot of the CIM students are individuals who had missed out, for one reason or another, on the opportunity to study after graduating from secondary school, yet who always had the desire to pursue learning, gain further knowledge and qualifications, and advance their careers. Though CIM serves students of all ages and all walks of life, CIM still offers evening classes exclusively – in order to cater for the needs of working individuals. The CIM Faculty still puts emphasis on combining theory and practice and remain committed to offering the best and most accessible education at the most affordable fees.

The CPD Certification Service

This programme is certified by the CPD Certification Service. It may be applicable to individuals who are members of, or are associated with, UK-based professional bodies. [Find out more about CPD.](#)



Programme overview

Negotiators rarely ever receive constructive feedback from those best placed to provide it: the very people they are negotiating “against”. This hands-on workshop is structured around three key tensions that exist within most types of negotiations:

- Creating and distributing value
- Interests of principals and their agents
- Empathising with another’s point of view and asserting your own.

In any negotiation, people make implicit choices about how to manage each of these tensions, whether these involve tradeoffs or the creative leverage of differences. You will leave with a toolkit and set of experiences that you can use immediately.



“Met my expectations to structure my thinking about negotiations, gain cutting-edge concentrated knowledge and work on emotion control.”

Marcel Mikolášik, Chief Risk Officer, Aegon Life & Pensions Slovakia



Relationships are as fragile as they are valuable. They are key to achieving much of what we want from life and work and curating them requires skills. One such skill is negotiation. Whether contracting actors for a Beyonce production, securing the release of hostages during a tense standoff, or “simply” resolving conflict at work or home, the skills involved are fairly similar.

This “lab” aims to make a difference to whatever matters most to you: more effective deal-making, resolving conflict, or more meaningful, amicable relationships at work or home. You will experiment with increasingly challenging negotiations and receive first-hand feedback. You will leave with more self-understanding, greater self-confidence, and a set of tools you can use right away. All we ask is that you come prepared to roll up your sleeves, to support others as they seek to become more effective negotiators (as they will support you), and to be fully “present.”

PROFESSOR MARK DE ROND
Academic Programme Director, The Cambridge Negotiations Lab



Who should attend

This workshop is a safe environment to practice these skills and become a more effective negotiator. The programme attracts a wide variety of individuals from different industries, and we do our best to leverage this to maximise the learning experience.

The programme is designed for:

- Those with little or no formal training in negotiations.
- Executives seeking out best practice to drive their organisation’s negotiating performance.

Programme key themes

- Understand where you are more, and less, effective as a negotiator
- Understand what makes for more, and less, effective negotiating
- Recognise “bad behaviours” in negotiations and how to respond to them
- Develop the confidence to approach each scenario prepared and ready to take on any conflict that may arise
- Acquire a tried-and-tested toolkit that you can put to work straight away.



“I gained a wider range of negotiation experience, which I feel will enhance my confidence when dealing with difficult and challenging situations.”

Marc Woolfson, Director, WA Communications

Your learning journey

Module 1: Introduction to negotiation: critical elements of successful negotiations

In this module, you will take part in the Salt Harbour negotiation, based on a real-life negotiation. This exercise will allow you to experiment with different negotiation styles and analytical techniques in a safe space. You will learn what throws you off-balance in negotiations, what you find particularly challenging and where you are most effective.

By the end of this module, you will better understand:

- Manage conflict by reconciling different interests and objectives
- Use anchoring techniques in zero-sum negotiations
- Identify zones of possible agreements and walkaway positions.



Module 2: From zero-sum bargaining to win-win negotiating

This module expands your negotiations toolkit with a nine-step framework before taking part in a fictional negotiation, simulating the dialogue between a high-tech medical company and a small family-run distribution company, as they prepare a joint proposal for an international business venture. This will help you understand how to create value by leveraging differences, the pitfalls of negotiating across cultures, and how to manage principal-agent conflicts.

By the end of this module, you will better understand:

- Prepare for a negotiation using a 9-step framework
- Analyse the negotiators dilemma in knowing what strategies to use when
- Identify how to create and distribute value in win-win negotiations.

Module 3: Reconciling tensions and relationships in multi-party negotiations

In this module, we take you further as you take part in a multi-party negotiation. You will help negotiate the building a new deep-water port, hoping to ensure unanimous support for the proposed project. Here, you will have the opportunity to formulate a strategy for multi-party negotiations, and to test new negotiation techniques and approaches.

By the end of this module, you will better understand:

- Formulate a strategy to deal with multi-party negotiations
- Identify how coalitions influence the negotiation process
- Evaluate the changing nature of each party's best alternative to a negotiated agreement.



Module 4: Advanced multi-party negotiations: building consensus

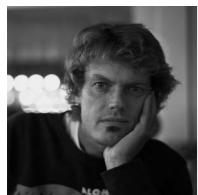
The final module on the programme focuses on balancing empathy and assertiveness in negotiations. You will be invited to help negotiate a particularly difficult scenario: the rebuilding the World Trade Center post-911. This exercise is challenging but effective in allowing you to explore more and less effective ways of dealing with strong emotions in negotiations.

By the end of this module, you will better understand:

- Manage the balance between empathy and assertiveness in multi-party negotiations
- Vary your negotiation style in response to changing situations.

Faculty and speakers

Learn from world-leading thinkers, gain new insights and perspectives.



PROFESSOR MARK DE ROND
Academic Programme Director,
Professor of Organisational Ethnography

Mark de Rond studies people by living with them under similar conditions so as to better understand how they experience, and develop meaningful relations to, the world around them. A recurring feature of his work is the variety of human experience in (relatively) extreme contexts.

His fieldwork has included prolonged stints with doctors and nurses at war (in Afghanistan), Boat Race crews in Cambridge, adventurers on the river Amazon, stop-the-war activists, and paedophile hunters. Subject-wise, his research focuses specifically on: (1) how people solve problems collectively under challenging conditions where there is a premium on collaboration; (2) the explanations people give for why things are as they are and not otherwise; and (3) how, as ethnographers, we understand, and reconcile ourselves to, the moral ambiguities and consequences of our work.



Why Cambridge?

All of our programmes offer the same quality and academic rigour one associates with a Cambridge University education:

Faculty

- Delivered by Cambridge University Judge's world-class faculty
- Cambridge Judge is a strong research-oriented top-20 global business school with 19 research centres
- ALL programmes are designed and led by an Academic Programme Director who is a member of Cambridge Judge faculty and will deliver substantial portions of that programme.

Wider University

Drawing upon the strengths and resources of the wider University of Cambridge and the Cambridge ecosystem

- Where appropriate, Cambridge Judge draws upon the immense resources of the faculties across the University.

Emphasis on small group learning

- With small groups and classes, we continue the Cambridge Way that emphasises with high levels of interaction with world class Faculty.

Emphasis on quality outcomes

- Whilst high levels of faculty interaction are core pillars of the Cambridge Way, we also seek to monitor our delivery against the individual needs of participants; where appropriate, we utilise:
 - Psychometric testing both as part of the preparation and debrief on programmes
 - Impact studies that clearly define the outcomes secured through our programmes
- It is no accident that over a little half of our Open Face to Face participants come back to Cambridge Judge at least once, often multiple times
- Similarly, over half of our Custom programmes are with companies with whom we have worked before.



You may also be interested in:

Transformational Leadership - Cyprus

In times of rapidly changing business contexts and globalised work, managers depend more than ever on their people for success. They thus represent both a key resource and a liability for managers. Tapping the full potential of teams however, may require leadership and people management skills that stretch beyond ordinary managerial competences. In this programme, we answer the question of how managers can lead teams for maximum commitment and put motivation centre-stage.

[View more online](#)



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