



# STRATEGIC COMMUNICATIONS AND NEGOTIATIONS

*Effective decision-making through collaboration*

This Executive Education seminar will help you become a more effective communicator and decision-maker, learning proven techniques for building and maintaining relationships, applying appropriate power and influence, structuring agreements, and developing buy-in. Strategic Communications and Negotiations examines core decision-making challenges and provides strategies and techniques to effectively engage your colleagues, staff, partners, customers, and clients in collaborative decision-making and negotiations.

**DATES**  
**March 10-11, 2015**

**TUITION**  
**\$1,650 USD**  
Discounts may apply, contact us  
for more information.

## KEY TAKEAWAYS

- Examine your core decision-making challenges.
- Achieve your communication goals and maintain critical relationships.
- Use powerful strategies for planning, negotiating and implementing agreements.
- Resolve difficult situations using dispute settlement skills.
- Select the best mix of tools for your personal communication and negotiation style.
- Negotiate successfully with those with more influence and authority.

## WHO SHOULD ATTEND

Strategic Communications and Negotiations is designed for executives, managers and professionals who can benefit from making more effective decisions, developing communication strategies and maintaining better relations with both internal and external clients and customers.



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[www.foster.washington.edu/negotiating](http://www.foster.washington.edu/negotiating)

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UNIVERSITY of WASHINGTON

## KEY TOPICS

### AN INTEGRATED APPROACH TO ENGAGING IN DECISION-MAKING

- Recognizing and responding to differing communication and decision-making styles.
- How to achieve your goals while building and maintaining relationships.
- Key strategies for ensuring that agreements are implemented.

### "LENSES" TO VIEW AND DEVELOP EFFECTIVE COMMUNICATIONS

- Who needs to be engaged and why?
- What is really important and why?
- How do I recognize, create and apply power and influence?
- What is the nature of the relationships involved?

### NEGOTIATIONS AND DECISION-MAKING

- Applying decision-making techniques to negotiation.
- Knowing when engagement is and is not appropriate.
- Managing internal and external relationships when negotiating.

### PROTOCOL AND RULES OF ENGAGEMENT

- Identifying and engaging the appropriate partners.
- Ensuring effective representation.
- How to use time and deadlines effectively.

### STRATEGIES FOR BUILDING SOLUTIONS AND AGREEMENTS THAT WORK

- Effective use of formal and informal communication strategies.
- Agreeing on "how" and "why" before "what."
- Exploring alternatives and crafting packages.
- Moving from concept to detail.
- Developing a single text format and drafting "straw" documents.
- Knowing when to agree and when not to agree.

### STRATEGIES FOR IMPLEMENTATION

- How to build commitment and investment in the agreement.
- How to take the agreement for a "test drive."
- Creating agreements that can "learn" and evolve.
- When you need an "implementation protocol."

*"Learning diplomacy in the Strategic Communications and Negotiations seminar was very valuable. As a project manager I negotiate two- to three-month projects costing upwards of \$10 million. I have to understand my customer's viewpoint so we can contract work quickly. If a negotiation drags out, I have a team of workers standing by, and that has heavy cost implications. It's in our best interest that I get to a decision without being abrasive and pushy."*

MARTY MUNIZ | PROJECT MANAGER  
TODD SHIPYARDS



## FOR MORE INFORMATION OR TO REGISTER

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## PROGRAM FACULTY

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