STRATEGIC COMMUNICATIONS & NEGOTIATIONS

1-DAY SEMINAR



DATE & TUITION

In-person at UW Seattle Campus:

JUNE 7, 2027

$1,395 USD

Discounts may apply for groups, non-profits, and UW alumni.

LEARN PROVEN APPROACHES TO SUCCESSFUL NEGOTIATIONS

Your ability to negotiate and apply influence are critical to success in both your personal and professional life. From communication with your co-workers, to reconciling competing interests across departments, to structuring agreements with your customers, this practical one-day program will provide you with frameworks and approaches to arrive at the best outcomes for yourself and your organization. You will develop an awareness of common problems faced in negotiations and optimal approaches to address a broad spectrum of scenarios.

In addition to lectures, in-class discussions, and advance readings, participants will engage in simulations to practice the concepts taught in the program. Participants will gain experience and receive feedback through exercises in both single-issue and multiparty negotiation.

BENEFITS OF ATTENDING

- Discover your personal negotiation style and how to draw from other approaches.
- Develop a toolkit of strategies applicable to future situations.
- Grow your leadership presence by improving your ability to persuade others.



This program will prepare you with skills and confidence to approach negotiations for numerous situations.

foster.school/negotiating

KEY TOPICS

WHY MOST PEOPLE ARE NOT GOOD NEGOTIATORS

Just like any skill, negotiation requires training and feedback to improve one's performance. Learn common misconceptions about negotiation and discuss the skills necessary to success.

A FOCUS ON INTERESTS

Discover what information is good to share and what information you should not reveal in a negotiation. We will also discuss strategies identified by research that allow negotiators to reveal their negotiation partner's interests.

PREPARING FOR SUCCESS

You will learn pivotal concepts that are essential to your negotiation preparations. Learn how to think through your priorities, the other party's motivations, and what information you need to perform well.

FOUR COMMON PITFALLS IN NEGOTIATIONS

People tend to fall victim to common traps when they negotiate. Become familiar with these potential pitfalls and how to avoid them.

CHOOSING YOUR APPROACH

Not all negotiations are the same. You will learn to employ appropriate tactics for differing situations. You will also learn specific ways to influence and affect the other party's behavior.

"The material is relevant to a wide variety of fields, helps you gain confidence, and is research-based."

-Stephanie Pure, Govenment Relations, King County

"I unlearned bad tactics and realized better ways to approach difficult conversations."

Vincent Commisso, Project Manager, Vigor

PROGRAM FACULTY



ELIZABETH UMPHRESS, PH.D.
Professor of Management
William D. Bradford Endowed Professor
Faculty Director of Consulting and Business Development Center

LEARN MORE

PHONE: 206-543-8560
WEB: foster.school/negotiating
E-MAIL: execed@uw.edu

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