



جامعة جورجتاون قطر  
GEORGETOWN UNIVERSITY QATAR

An online course on:  
**Negotiation & Persuasion**

June 21 - 24, 2020

9:00 AM - 2:00 PM

To register, visit: <https://epe.qatar.georgetown.edu/negotiation-persuasion>



**SPECIAL  
DISCOUNT**  
for groups of  
4 or more.

## ABOUT THE COURSE

In this course, participants will learn the fundamentals of negotiation, while developing interpersonal techniques and tactics for effectively influencing people, especially in difficult situations involving strong emotions. Utilizing the latest research in negotiation, and conflict resolution, this course will expand participants' abilities to more productively approach interpersonal interactions that may cause anxiety or discomfort. By the end of the course, participants will have more control and confidence during these interactions, more effectively managing them and influencing others.

## COURSE METHODOLOGY

Negotiation simulations and exercises, carried out in small groups, will be conducted throughout this course to help participants practice developing their powers of communication, persuasion, and negotiation, and conflict resolution.

## COURSE GOALS

There are several learning objectives for the course, based on 12 modules covered over 4 days:

### Day 1: Persuasion Through Negotiation

#### The Value of Negotiation

**Objective:** After completing this module, participants will understand the nature of negotiation and its relationship to persuasion. Participants will also better appreciate the many opportunities for productive negotiation and conflict resolution.

#### The Elements of Positional Bargaining

**Objective:** After completing this module, participants will understand the fundamental concepts of bargaining. Participants will be able to apply these in order to more effectively prepare for these types of negotiations.

#### Anchors, First Offers, and Making Concessions

**Objective:** After completing this module, participants will understand the role of anchors in negotiation. Participants will be able to know when they should be the one making the first offer and under what conditions they should make concessions.

### Day 2: Persuasion Through Problem Solving

#### The Negotiator's Dilemma

**Objective:** After completing this module, participants will be able to differentiate between the roles of claiming and creating value during negotiation, and how these may generate tension for a negotiator. Participants will be able to apply tactics that help overcome this tension and encourage mutually beneficial outcomes for everyone involved.

#### The Elements of Principled Negotiation

**Objective:** After completing this module, participants will understand the fundamental concepts for a principled approach to negotiation. Participants will be able to apply these in order to more effectively prepare for upcoming negotiations and employ successful strategies during negotiation.

#### Principles of Influence and Persuasion

**Objective:** After completing this module, participants will understand and be able to apply core principles of persuasion that have been proven effective in a variety of contexts.

### Day 3: Persuasion Through Curiosity

#### Persuading Their Internal Voice

**Objective:** After completing this module, participants will understand the biggest obstacle to persuasion: their own internal

voice and the internal voice of the other party. Participants will be able to better negotiate with both these voices.

#### Cultivating a Cooperative Environment

**Objective:** After completing this module, participants will understand how cultivating their own curiosity helps reduce hostility and promotes more collaborative working relationships.

#### Impact and the Contribution System

**Objective:** After completing this module, participants will understand how focusing on blame and personal intentions is not persuasive. Participants will be able to apply methods for instead having more influential conversations about impact and personal contribution.

### Day 4: Persuasion Through Emotion

#### Acknowledging Emotion

**Objective:** After completing this module, participants will understand why emotions and feelings cannot be ignored during difficult situations. Participants will be able to better acknowledge emotions without being consumed by them.

#### Sustaining a Resilient Identity

**Objective:** After completing this module, participants will understand what it means to have a resilient identity and how threatening the identity of others is not persuasive. Participants will be able to maintain a more resilient personal identity while respecting the identity of others.

#### Managing Difficult Tactics

**Objective:** After completing this module, participants will be able to identify various difficult tactics that others may use, especially when they are being aggressive or affected by strong emotions. Participants will be able to respond to such tactics and regain control of the situation.

## COURSE INSTRUCTOR



Over the past ten years, Dr. Gray has taught undergraduate and professional education courses on negotiation and conflict resolution in Qatar. He received his Ph.D. from Carnegie Mellon University, and specializes in ethical theory, political philosophy, and decision theory. He has taught a number of classes in these areas at Carnegie Mellon University in Qatar, Northwestern University in Qatar, and Georgetown University in Qatar. In addition, he has worked on social responsibility projects with local companies, ministries, and other organizations, while also being invited to deliver talks on conflict resolution, business ethics, sustainability reporting, ethics of leadership, and religious tolerance.

## PRICING

Price: \$1,200

Special discount for groups and QF alumni.