



Zurich-Basel Plant Science Center

Negotiation Training

Lecturers: Gaby Rockmann and Carl Emerson, Rockmann Consulting

Date: January 17 and 18, 2023

Time: 9:00 am to 5:00 PM

Location: ETH Zürich ML J 34.3 (Maschinenlaboratorium, Sonneggstrasse 3, 8092 Zürich; J Floor)

Course Description/Programme: Negotiation Training

Gender disparities in negotiating have serious implications for companies and the reality is that many women report feeling much less confident about negotiating than men do. Women typically don't ask for raises, promotions, or better opportunities. Unlike men, they don't ask for recognition for the work they do. Studies show women are less likely to negotiate than men, but effective negotiating skills are absolutely essential both for companies and female employees. Without these skills, women are disadvantaged, companies miss out on untapped potential / competitive advantage and the overall the whole economy suffers.

Why women are less likely to negotiate than men, the consequences of not negotiating, and how women can be their own worst enemies during a negotiation are important components of the Seminar. Participants will study the differences in language, style and manner between the genders when negotiating. Case studies will be used to role play and highlight successful and unsuccessful negotiations.

Learning Objectives

As a result of this workshop participants will:

- Think differently about negotiating as a way to solve problems
- Learn practical strategies for successful negotiations
- Assert their position and explore options to reach mutually satisfying "win-win" agreements
- Discover a negotiating style that fits their personality
- Avoid common mistakes women often make when negotiating
- Utilize the language of female leadership
- Practice a negotiation conversation and receive coaching and feedback on their approach
- Gain confidence that they can be expert negotiators!



Detailed Agenda

Time frame includes coffee and lunch breaks, time for individual learning, group exercises

Day 1

9.00 am Get together
 Organisation, times
 Expectations

What makes a negotiation?
Negotiation awareness and success in negotiations

Group work and exercise

- Harvard Negotiation Project
- Preparation and phases in negotiations
- Non-verbal communication in negotiations
- Negotiation styles

Alexa & Berta case study and negotiation skills training

Revisit of expectations

Closing day 1
Wrap up and outlook on day 2

5 pm End of session



Day 2

9 am

Get together, thoughts and reflections

Negotiation, Conflict and Gender

- Societal conditioning and expectancies
- Unconscious bias on gender roles
- Two different communication systems
- Communication in conflictual conversations
- Effective communication seen by the gender perspective
- Dealing with unexpected communication behaviour

Exercises and video learning on conflictual negotiation conversations

- Breakout sessions and discussions
- Personal experiences in conflictual conversations
- Ways to improve own communication behaviour

Revisit of left over expectations

Session closing and wrap up

5 pm

Farewell