

## [Changing the Game; Negotiation & Competitive Decision-Making](#)

### **Course general description:**

In today's fast-paced and highly competitive business environment, the ability to negotiate effectively and make strategic decisions is a critical skill for leaders and professionals across all industries. Whether you are closing a high-stakes deal, resolving conflicts, or navigating complex organizational dynamics, mastering the art of negotiation and decision-making can significantly impact your success and the success of your organization. The **Changing the Game: Negotiation & Competitive Decision-Making** programme is designed to equip participants with the advanced skills and frameworks needed to excel in these areas.

This programme goes beyond traditional negotiation training by integrating principles of competitive decision-making, behavioral economics, and strategic thinking. It is tailored for professionals who want to enhance their ability to create value, manage conflicts, and make decisions that drive long-term success. Through a combination of theory, practical exercises, and real-world case studies, participants will learn how to approach negotiations and decisions with confidence, creativity, and a results-oriented mindset.

The programme also emphasizes the importance of understanding the psychological and emotional aspects of negotiation and decision-making. By exploring concepts such as cognitive biases, emotional intelligence, and influence strategies, participants will gain a deeper understanding of human behavior and how to leverage it to achieve optimal outcomes.

Whether you are a seasoned executive, a rising leader, or a professional looking to sharpen your skills, this programme will provide you with the tools and insights needed to change the game in your favor. By the end of the programme, you will be equipped to navigate complex negotiations, make strategic decisions under pressure, and create win-win solutions that benefit all parties involved.

### **Audience:**

This course is designed for:

1. Business Professionals
2. Sales and Marketing Teams
3. Consultants and Advisors
4. Legal Professionals
5. Government and Public Sector Officials
6. Entrepreneurs and Startups
7. Academics and Researchers
8. Students
9. Non-Profit Leaders
10. Strategic Thinkers

### **Course objectives:**

- By the end of the programme, participants will:
- Have a comprehensive understanding of advanced negotiation techniques and decision-making frameworks.
- Be able to create value and achieve win-win outcomes in negotiations.

- Feel confident in making strategic decisions under pressure.
- Possess enhanced influence and persuasion skills to build trust and rapport.
- Be equipped to manage conflicts and navigate difficult negotiations effectively.

**Course duration:**

5 days

**Course location:**

Cairo-Dubai-Istanbul

**Course contents:**

**Day-1**

- Programme overview, objectives, and participant introductions.
- The psychology of negotiation and decision-making – why it matters.
- The fundamentals of negotiation – preparation, strategy, and tactics.
- Analyzing successful negotiations in business and politics.

**Day-2**

- Principles of value creation – expanding the pie and finding win-win solutions.
- Role-playing exercises to practice value-creating strategies.
- Lessons from master negotiators – insights and best practices.
- Negotiation simulation with feedback from facilitators.

**Day-3**

- Decision-making under uncertainty – frameworks and tools.
- Analyzing high-stakes decisions in competitive environments.
- Overcoming cognitive biases in decision-making.
- Group exercise to apply decision-making frameworks to real-world scenarios.

**Day-4**

- The science of influence – leveraging psychological principles in negotiations.
- Building trust and rapport with counterparts.
- Practicing persuasion techniques in simulated negotiations.

**Day-5**

- Conflict resolution strategies – turning disputes into opportunities.
- Navigating difficult negotiations and achieving successful outcomes.
- A comprehensive exercise to apply all learned skills.
- Reflecting on key learnings and developing a personal action plan.
- Celebrating the completion of the programme.

**Methodology:**

- 50% lectures & concepts
- 10% Videos
- 10% Case studies
- 10% Exercises
- 10% Discussions
- 10% Software (if applicable or examples)

Course code: (MANG001)