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NEGOTIATION STRATEGY & PSYCHOLOGY

Start Date:	07/03/2027	**End Date:**	11/03/2027
Categories:	Wellbeing & Personal Dev	**Venues:**	Cairo
Formats:	In Person	**Instructors:**	

OVERVIEW

Effective negotiation and conflict resolution don’t happen at the surface level—they occur in the emotional centers of the brain. Negotiation Strategy & Psychology equips professionals with advanced, science-backed techniques for influencing outcomes, managing interpersonal dynamics, and reaching win-win agreements. Grounded in neuroscience, behavioral psychology, and strategic communication, this course gives participants the tools to build trust, read people accurately, and find their authentic voice in negotiation—whether managing internal conflict or navigating external deals.

OBJECTIVES

By the end of this course, participants will be able to: – Identify and develop their unique negotiation style – Understand and manage emotional dynamics within negotiation settings – Apply mirroring, labeling, and trust-building techniques to connect with counterparts – Prepare strategically using BATNA, WATNA, and Zone of Agreement frameworks – Use calibrated questioning and reframing to build influence and discover hidden value – Recognize and respond to non-verbal cues and emotional triggers – Defuse defensiveness and manage difficult conversations with confidence and empathy – Deliver persuasive proposals and navigate power plays with strategic calm

COURSE OUTLINE

Personal Negotiation Style & Positioning Emotional Intelligence and Trust-Building Tactics Inquiry-Based Discovery and Problem Separation Strategic Preparation: BATNA, Triggers, and Energy Management Collaborative Influence & Psychological Profiling Negotiation Delivery Tactics and Conflict Dynamics Advanced Tools: Reframing, Calibrated Questions, and Negotiation JuJitsu

TARGET AUDIENCE

This course is designed for All Supervisory Levels, middle management professionals—team leads, department heads, project managers, and client-facing roles—who regularly engage in negotiation, stakeholder management, or high-stakes decision-making and want to deepen their influence, resilience, and strategic communication skills.

METHODOLOGY

This is a high-engagement, simulation-based training built around the emotional and strategic core of real-world negotiation. Participants will engage in live negotiation role plays, interactive scenario analysis, and group simulations with structured feedback loops. Techniques such as mirroring, calibrated questioning, and objection redirection are practiced in-the-moment to build muscle memory. Core modules are supplemented with micro-coaching, peer-led observation, and confidence drills, creating a psychologically safe space for experimentation and growth. Each session integrates scientific theory with behavioral practice, ensuring skills are internalized and immediately applicable.

CONCLUSION

Participants will walk away with a personalized negotiation strategy rooted in emotional intelligence, psychological insight, and tactical clarity—ready to handle any negotiation with confidence, flexibility, and long-term impact.

DAILY AGENDA

Day 1: The Psychology of Personal Power & Connection

Uncover your unique negotiation style, learn to recognize counterpart emotions, and build connection using neuroscience-driven techniques like mirroring, labeling, and emotional reframing.

Day 2: Strategic Preparation & Empathic Influence

Prepare for high-stakes scenarios with clarity using BATNA, WATNA, and energy regulation while mastering trust-building questions, emotional alignment, and collaborative insight extraction.

Day 3: Framing Problems & Navigating Emotions

Master techniques to separate people from problems, explore interests over positions, and handle emotionally charged scenarios with composure and clarity.

Day 4: Tactical Delivery, Power Dynamics & Conflict Resolution

Deliver persuasive proposals with emotional finesse, navigate hardball tactics, and use negotiation ju-jitsu to remain grounded while redirecting confrontation into cooperation.

Day 5: Influence, Empathy & Adaptive Communication Strategies

Deepen your ability to influence outcomes by using advanced empathy techniques, adaptive communication styles, and strategic questioning to align with your counterpart’s thinking and emotional state.

For more information, please contact us:
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