



THE WOMEN'S INSTITUTE
OF NEGOTIATION PRESENTS

NEGOTIATING SKILLS FOR WOMEN

BOOT CAMP™



ONE-DAY TRAINING

University of Southern California

University of California, Irvine

www.womensinstituteofnegotiation.com

NEGOTIATION SKILLS FOR WOMEN BOOTCAMP™

PROGRAM OVERVIEW

The Women's Institute of Negotiation presents **NEGOTIATION SKILLS FOR WOMEN BOOT CAMP™** a one-day intensive training, which goes beyond exploration of potential barriers that may hold women back and teaches women how to reframe their interactions and accurately evaluate their opportunities. Created and taught by Dr. Yasmin Davidds, women learn how to ask for what they want in a manner congruent with their values, taking into account the social forces that may impact their working relationships. Emphasis is placed on the acquisition of essential negotiating and leadership skills. During this highly interactive program, women will learn to negotiate in accordance with internationally recognized best practice techniques, and discover their own negotiation style. They will discover how to use their natural strengths and will gain confidence in those areas where they are least confident now. The program prepares women to negotiate in a professional manner, improving their bottom line results and relationships with clients, colleagues and stakeholders.

THE GENDER NEGOTIATING RULES

- What women need to know about men and negotiations
- The golden rule for negotiating with men
- The 3 rules to effectively negotiate with women
- Recognizing, understanding, and leveraging gender communication differences
- The rules of impression management in negotiations
- Communicating without creating barriers
- Powers of Persuasion: understanding the do's and don'ts of persuasion
- Body language: understanding non-verbal communication in gender-specific negotiations

ALIGNING CORED FEMININE QUALITIES WITH ASSERTIVE NEGOTIATING

- Learning to balance and monitor one's self-presentation as both competent (masculine) and likeable (feminine)
- Learning how to reframe self-interested negotiations as other-advocacy contexts
- Minimize opportunity of feminine stereotyping, becoming activated and being perceived as violated
- Strategize to minimize the relevance of feminine stereotype for evaluating women's behavior
- Negotiating under extreme time-pressure negotiations when your allies don't understand your strategy and you can't reveal it to them

WOMEN'S RELATION STYLE VS. MEN'S COMPETITIVE STYLE

- Building the appropriate negotiating environment for negotiating with men
- Building the appropriate negotiating environment for negotiating with women
- The difference in practicing assertive behavior with men vs. practicing assertive behavior with women
- Understanding how communications can breakdown in negotiations and how to prevent it from happening
- Effective negotiating plays to help reduce conflict

NAVIGATING NEGOTIATION'S MINEFIELDS

- Negotiating when your allies understand your strategy and disagree with it
- Taking charge of your feelings and behaviors
 - Expressing your emotions intelligently
 - Managing and defusing emotional outbursts, threats, and personal attacks
- Best practices for doing pre-negotiation homework
- The only homework that really matters: establishing an Envelope of Negotiation for each issue

MANAGING NEGOTIATION STYLES

- Identifying the types of situations in which negotiation is the appropriate technique for resolving conflict
- Assessing their negotiation style and building flexibility in using alternative styles
- Practice the skills to reach Win/Win agreements
- Assess and enhance power in the negotiation
- The rare occasions when "win-lose" negotiating is acceptable

PRE-NEGOTIATION HOMEWORK

- Defining and sorting negotiable issues and creating alternatives
- Assessing the other side's negotiating positions
- Creativity in concessions
- Identifying and preparing for contingencies
- The "must-do" homework steps

WOMEN'S INSTITUTE OF NEGOTIATION

"The Women's Institute of Negotiation training has changed my views of the world, my career, my relationships and myself. I now feel prepared to compete and succeed at the negotiation table."
Sandra Hick, Vice-President, Ebay Global

Empowering Women to Ask

The mission of The Women's Institute of Negotiation is to empower women with the skills, strategies and techniques to negotiate effectively

The Women's Institute of Negotiation utilizes simulations, case studies, discussion and individualized coaching that provides women with experiential negotiation training that will enable them to build the psychological strength to not only ask for what they want, but feel great doing so. The Institute's two-part program is embedded in the belief that negotiation is 80% Psychology and 20% mechanics. The Institute's main objectives are to empower women to ask for what they want and to help women develop the skills, strategies and techniques to negotiate for what they want effectively.

Participant Testimonials

"Dr. Yasmin Davidds empowers you with more than negotiation tools, she gives women a platform to own their talents, skills and culture resulting in re-discovering our strengths and owning our power in both our personal and professional lives." **Carla Castilla Salazar, U.S. House of Representatives**

"The program was transformational and has truly impacted my life. It has helped me in both my personal and professional life to take risks I could not take before and make decisions for my success because I feel empowered! Thank you Dr. Davidds!!!" **Ana Perez, Entertainment Finance Executive**

"Learning about my negotiating style and how to negotiate with different personalities has been invaluable. The negotiation skills I learned far exceeded my expectations. I would recommend this course to all women."
Ruth Livier, Producer

"I have struggled in my entire business career to ask for what I am worth. It is through Dr. Davidds training that I learned what my core issue was that had been holding me back. Thank you Dr. Davidds for setting me free to ask for what I want." **Deborah Deras, Business Owner**

REGISTRATION

\$99 per participant

To register please visit
www.womennegotiationinstitute.com
or contact us at info@womennegotiationinstitute.com



YASMIN DAVIDDS, PSY.D, M.C.C.
Founder & President
Women's Institute of Negotiation

Dr. Yasmin Davidds is an international bestselling author, women's empowerment and negotiation specialist and an expert in the world-renowned KARRASS negotiation program. As one of the top female negotiation experts in the U.S. and Latin America, Yasmin has trained and consulted thousands of corporate leaders in over 200 blue chip companies throughout 22 countries in the art and skill of negotiation. Her clients have ranged from senior judges to tribal leaders, from unionized prison guards to accountants, and from railroad officials to diplomatic trainees. Dr. Davidds' practical experience includes a wide range of public and private sector efforts in Brazil, Columbia, Argentina, England, France, Spain, South Africa and the U.S. She has helped lead intervention and assistance programs to disputing parties and has advised corporate, non-profit and governmental teams on how to prepare for important negotiations.

As a leading negotiation public speaker, Dr. Davidds has presented to companies such as Proctor and Gamble, General Electric, Wal-mart, Coca Cola, American Express, Johnson and Johnson, Microsoft and Apple among many others. As a women empowerment specialist, she has conducted hundreds of presentations to organizations in some of the nation's most prestigious universities including Stanford, Harvard and the University of Southern California (USC). Dr. Davidds' commitment to the empowerment of women has brought her recognition and acclaims from the U.S. Congress, the California State Senate and the California State Assembly.

A graduate of the University of Southern California with a degree in Business Entrepreneurship, Dr. Davidds went on to receive her Master's Degree in Women Studies and her doctorate degree in Organizational Psychology. For more information about Dr. Yasmin Davidds and her work, please visit www.yasmindavidds.com.