Emotional Intelligence and Negotiation for Public Officials Training Course



26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #GOV2282_275713

Course Introduction / Overview:

This intensive training course is designed to equip public officials with the critical dual competencies of emotional intelligence and strategic negotiation. In the complex landscape of public service, technical expertise alone is insufficient for effective governance and stakeholder engagement. The ability to perceive, understand, and manage emotions, both personal and in others, is paramount for building public trust and fostering collaboration. This course, offered by BIG BEN Training Center, delves into the practical application of emotional intelligence frameworks, heavily influenced by the work of Daniel Goleman, to enhance leadership, decision-making, and interpersonal effectiveness. Furthermore, it integrates these principles with proven negotiation strategies, drawing from concepts like those in "Getting to Yes" by Roger Fisher and William Ury. Participants will move beyond theoretical knowledge to master the art of navigating difficult conversations, managing conflict constructively, and forging consensus-based agreements that serve the public interest. This program is essential for any public servant committed to leading with empathy, integrity, and strategic foresight.

Target Audience / This training course is suitable for:

- Elected Officials and Political Appointees.
- Senior and Mid-Level Public Administrators.
- Policy Advisors and Analysts.
- Heads of Government Departments and Agencies.
- Public Sector Project Managers.
- Diplomats and Foreign Service Officers.
- Municipal and Local Government Leaders.
- Public Relations and Communications Officers in Government.
- Regulatory and Compliance Officials.

Target Sectors and Industries:

- Federal and National Government Agencies.
- State, Provincial, and Local Government Bodies.
- Public Utilities and State-Owned Enterprises.
- International Governmental Organizations (IGOs).
- Non-Governmental Organizations (NGOs) and Non-Profits.
- Public Education and Healthcare Administrations.
- Law Enforcement and Emergency Services Leadership.
- Regulatory Bodies and Public Commissions.

Target Organizations Departments:

- Executive Leadership and Administration.
- Policy Development and Strategic Planning.
- Human Resources and Personnel Management.
- Public Relations and Citizen Services.
- Legal and Regulatory Affairs.
- Inter-Agency Relations and Partnerships.
- Procurement and Contract Management.
- Community Outreach and Engagement.

Course Offerings:

By the end of this course, the participants will have able to:

- Apply the core components of emotional intelligence to enhance leadership effectiveness.
- Analyze and manage personal emotional triggers in high-pressure situations.
- Utilize empathy to better understand the perspectives of colleagues, stakeholders, and the public.
- Employ advanced communication techniques for building rapport and trust.
- Master the principles of strategic and principled negotiation.
- Develop and assess their Best Alternative to a Negotiated Agreement (BATNA).
- Lead complex negotiations with diverse internal and external parties.
- De-escalate conflict and mediate disputes constructively.
- Foster a collaborative environment within and between public agencies.
- Make more balanced and effective decisions under pressure.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum participant engagement and practical skill acquisition. This course moves beyond traditional lectures to create an immersive learning environment. A significant portion of the training is dedicated to interactive discussions, where participants can share their unique challenges and experiences within the public sector. The curriculum is heavily reliant on case studies drawn from real-world governmental and public service scenarios, allowing for the analysis of complex situations in a controlled setting. Role-playing exercises and negotiation simulations form the core of the practical work, providing a safe space to apply new skills in emotional regulation and strategic bargaining. Participants will receive constructive, personalized feedback from the instructor and peers. Group activities and collaborative problem-solving tasks are integrated throughout the five days to reinforce teamwork and the process of building consensus, mirroring the realities of public administration.

Course Agenda (Course Units):

Unit One: Foundations of Emotional Intelligence in Public Service

- The imperative of emotional intelligence (EQ) for public trust.
- The four core domains: self-awareness, self-management, social awareness, and relationship management.
- Assessing your personal emotional intelligence profile.
- Understanding the neurological basis of emotions and decision-making.
- The link between EQ and effective, ethical leadership in government.
- Recognizing and managing emotional triggers in a political environment.
- Developing a personal action plan for EQ enhancement.

Unit Two: Mastering Interpersonal Dynamics and Communication

- The art of active and empathetic listening with constituents and colleagues.
- Decoding non-verbal cues and body language in official meetings.
- Building authentic rapport across hierarchical and political lines.
- Articulating messages with clarity, impact, and emotional resonance.
- Giving and receiving constructive feedback within a public agency.
- Techniques for persuasive communication without manipulation.
- Managing difficult conversations with professionalism and grace.

Unit Three: Core Principles of Strategic Negotiation

- Distinguishing between positional bargaining and principled negotiation.
- Identifying and separating the people from the problem.
- Focusing on underlying interests, not entrenched positions.
- Generating a variety of options for mutual gain.
- Insisting on using objective criteria for fair outcomes.
- Understanding and strengthening your BATNA (Best Alternative to a Negotiated Agreement).
- Preparing a strategic negotiation plan for public sector challenges.

Unit Four: Integrating EI for Effective Conflict Resolution

- Using self-awareness to remain calm and centered during conflict.
- Applying social awareness to understand the emotional drivers of disputes.
- Techniques for de-escalating tense situations and heated debates.
- Reframing contentious issues to find common ground.
- Mediating disputes between team members or external stakeholders.
- Managing the emotional climate of a negotiation room.
- Transforming adversarial encounters into collaborative problem-solving sessions.

Unit Five: Advanced Negotiation Scenarios in the Public Sector

- Navigating multi-party and multi-agency negotiations.
- Ethical considerations and maintaining integrity in public sector bargaining.
- Crisis negotiation and high-stakes communication strategies.
- Building and maintaining long-term strategic alliances.
- Negotiating with difficult people and challenging personalities.
- Cross-cultural negotiation dynamics in a globalized context.
- Capstone simulation: A complex public policy negotiation exercise.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing political polarization, how can a public official's self-managed emotional intelligence serve as a primary tool for bridging divides and fostering genuine public trust?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by its specialized focus on the unique ecosystem of public service. Unlike generic programs, every module, case study, and simulation is specifically contextualized for the challenges faced by government officials, from navigating bureaucratic structures to managing public perception and stakeholder demands. Its primary innovation lies in the deep and practical integration of emotional intelligence with negotiation strategy. We treat these not as two separate subjects, but as a unified competency essential for modern governance. Participants learn not just the "what" of negotiation tactics, but the "how" of applying emotional self-regulation and empathy to execute those tactics effectively under public scrutiny. The methodology prioritizes experiential learning over passive listening, ensuring that officials leave with demonstrable skills they can apply immediately to de-escalate conflicts, build consensus on policy, and ultimately enhance the quality and integrity of their public service. The academic rigor is paired with a profound emphasis on real-world application, creating a transformative learning experience rather than a simple academic overview.