Public Service Negotiations for Lasting Agreements Training Course



19 - 23 Oct 2026

Madrid

5900 € (Per Person)

Ref: #GOV9573_72487

Course Introduction / Overview:

Effective negotiation is a critical skill for public professionals navigating the complexities of government, inter-agency collaboration, and public-private partnerships. Unlike corporate negotiations focused on profit, public sector negotiations are often multi-faceted, involving diverse stakeholders, public interest concerns, and specific regulatory frameworks. This training course is designed to equip public servants with the strategic mindset and practical tools needed to achieve mutually beneficial outcomes while maintaining public trust and ethical standards. Drawing on foundational principles from authors like Roger Fisher and William Ury in their seminal work Getting to Yes: Negotiating Agreement Without Giving In, we will explore how to move beyond rigid positions to identify underlying interests. The course emphasizes key negotiation concepts like BATNA (Best Alternative to a Negotiated Agreement), ZOPA (Zone of Potential Agreement), and principled negotiation. Through a blend of academic theory and real-world case studies, participants will learn to manage emotional intelligence, navigate power dynamics, and build strong relationships with counterparts. BIG BEN Training Center is committed to providing a dynamic learning environment that fosters strategic thinking, ethical decision-making, and professional growth for all public sector negotiators.

Target Audience / This training course is suitable for:

- Public sector managers and team leaders.
- Government officials at all levels.
- Diplomats and international relations specialists.
- Public affairs and communication professionals.
- Human resources and procurement officers in government agencies.
- Policy analysts and legislative aides.
- Civil servants and public service professionals.

Target Sectors and Industries:

- Government and Public Administration.
- Public policy and regulatory affairs.
- Government agencies and parastatals.
- Non-governmental organizations (NGOs) and non-profits.
- Defense and security.
- Public education.
- Healthcare and public health.

Target Organizations Departments:

- Human Resources.
- Procurement and Contracts.
- Legal and Compliance.
- Inter-agency and External Relations.
- Policy and Planning.
- Public Works and Infrastructure.
- Finance and budget.
- International Affairs.

Course Offerings:

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

- Apply foundational principles of principled negotiation to real-world public sector challenges.
- Identify and understand the diverse interests and motivations of all negotiation stakeholders.
- Develop a strategic negotiation plan for complex, multi-party public issues.
- Effectively manage difficult conversations and de-escalate conflicts with professional diplomacy.
- Analyze and respond to negotiation tactics with confidence and ethical integrity.
- Build and maintain collaborative relationships to secure long-term, sustainable agreements.
- Evaluate their own negotiation style and adapt it for greater effectiveness in various scenarios.

Course Methodology:

This course uses a highly interactive and practical training methodology, moving beyond traditional lectures to ensure a deep and lasting understanding of core negotiation concepts. We will use a variety of teaching techniques to cater to different learning styles. The sessions include group discussions where participants can share experiences and insights, and brainstorming sessions to develop creative solutions. A core component of the course is a series of realistic role-playing exercises and case studies based on actual public sector negotiations. These simulations allow participants to apply theoretical knowledge in a safe, controlled environment, practice new skills, and receive constructive feedback. Throughout the course, we will emphasize self-reflection, encouraging participants to analyze their personal negotiation style and identify areas for improvement. This blended approach ensures that participants not only learn what to do but also gain the confidence and muscle memory to apply these skills effectively on the job. BIG BEN Training Center is dedicated to making this a hands-on experience, providing tools and techniques that participants can use immediately in their professional roles.

Course Agenda (Course Units):

Unit One: The Foundations of Public Sector Negotiation

- Understanding the unique context of negotiation in the public sector.
- Identifying the difference between interests, positions, and needs.
- Preparing for negotiation: research, goal setting, and creating a strategic agenda.
- Building your BATNA (Best Alternative to a Negotiated Agreement) and assessing the other party's.
- Analyzing stakeholders and power dynamics.
- Managing ethical considerations and public trust.
- The role of transparency and accountability in government negotiations.

Unit Two: Communication and Psychological Skills in Negotiation

- Mastering active listening and probing for information.
- Developing persuasive communication and influencing skills.
- Understanding non-verbal cues and body language.
- Managing emotions and maintaining composure under pressure.
- De-escalating conflict and handling difficult people.
- Building rapport and trust with counterparts.
- The psychology of consensus-building and compromise.

Unit Three: Advanced Negotiation Strategies and Tactics

- Exploring different negotiation styles: competitive, collaborative, and accommodative.
- Using framing and anchoring to shape the negotiation.
- Dealing with dirty tricks and unethical tactics.
- Negotiating with multiple parties and building coalitions.
- Understanding cultural differences in negotiation.
- Negotiating in a virtual environment.
- Leveraging data and evidence in your arguments.

Unit Four: Dispute Resolution and Crisis Negotiation

- Introduction to mediation, arbitration, and conciliation.
- Conflict management strategies in public administration.
- Negotiating through crises and high-stakes situations.
- Resolving internal disputes within government departments.
- Negotiating under public scrutiny and media pressure.
- The role of third-party intervenors.
- Developing a post-negotiation follow-up plan.

Unit Five: Putting It All Together: From Theory to Practice

- Applying the principled negotiation model through a comprehensive simulation.
- Case study analysis: successes and failures in real-world public negotiations.
- Self-assessment and peer feedback on negotiation performance.
- Developing a personal action plan for continuous improvement.
- Networking with fellow professionals and sharing best practices.
- Ethical considerations in post-negotiation implementation.
- Final questions and reflection.

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 a complex public sector negotiation involving multiple, competing interests and a high degree of public scrutiny, what is the most significant ethical challenge a public professional might face, and how can the principles of deliberative democracy offer a framework for resolution?

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

This course stands out because it is specifically tailored to the unique challenges and ethical landscape of the public sector. While many negotiation programs focus on business deals and profit, this curriculum is built around the concepts of public interest, accountability, and multi-stakeholder engagement. It integrates theory from notable academics like Roger Fisher and William Ury, providing a solid academic foundation, but its real value lies in the practical, hands-on application through custom case studies and role-playing exercises that mirror the situations public professionals encounter daily. Our methodology goes beyond a simple discussion of tactics; it homes in on the soft skills critical for success, such as emotional intelligence, de-escalation, and building sustainable relationships in a political environment. This deep focus on practical application ensures that participants leave not just with knowledge, but with the confidence and ability to apply what they have learned. The course also emphasizes the long-term impact of agreements, encouraging participants to think about more than just a single win and to consider the lasting effects on their careers and their organizations. With BIG BEN Training Center, you get a program that is both academically rigorous and directly applicable to your work, setting you up for success in every negotiation.