Emotional Intelligence and Negotiation for Tech Leaders Training Course

02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #IT5229_287653

Course Introduction / Overview:

In the fast-paced and data-driven technology sector, technical proficiency alone is no longer sufficient for effective leadership. The most successful tech leaders are those who combine their expertise with a high degree of emotional intelligence (EQ) and sophisticated negotiation skills. This course is meticulously designed to bridge this critical gap, transforming technical managers into influential and empathetic leaders. Drawing upon the foundational work of Daniel Goleman, author of "Emotional Intelligence: Why It Can Matter More Than IQ," we explore the core components of EQ and their direct application in managing engineering teams, fostering innovation, and driving project success. Furthermore, the curriculum integrates principled negotiation strategies, inspired by classics like "Getting to Yes," to equip participants with the tools to navigate complex stakeholder relationships, secure resources, and resolve conflicts constructively. BIG BEN Training Center has developed this program to provide a unique synthesis of these two essential skill sets, tailored specifically to the challenges and opportunities within the tech industry, ensuring that participants leave with practical, actionable strategies to enhance their leadership impact immediately. This journey is not just about learning theories; it is about fundamentally reshaping how you lead, communicate, and influence within your technical domain.

Target Audience / This training course is suitable for:

- Chief Technology Officers (CTOs) and VPs of Engineering.
- Engineering Managers, Team Leads, and Tech Leads.
- IT Directors and IT Project Managers.
- Product Managers and Product Owners.
- Scrum Masters and Agile Coaches.
- Senior Software Developers and Architects aspiring to leadership roles.
- Heads of Data Science and Analytics.
- Cybersecurity Team Leaders.

Target Sectors and Industries:

- Software Development and Information Technology Services.
- Telecommunications and Network Infrastructure.
- Financial Technology (FinTech) and InsurTech.
- E-commerce and Digital Retail.
- Biotechnology and HealthTech.
- Aerospace, Defense, and Engineering.
- Gaming and Entertainment Technology.
- Government Agencies and Public Sector Technology Departments.

Target Organizations Departments:

- Engineering and Software Development.
- Product Management and Strategy.
- Information Technology (IT) Operations and Infrastructure.
- Research and Development (R&D).
- Project Management Office (PMO).
- Data Science and Business Intelligence.
- Cybersecurity and Information Security.
- Quality Assurance (QA) and Testing.

Course Offerings:

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

- Master the core components of emotional intelligence in a technical leadership context.
- Apply self-awareness and self-regulation techniques to manage stress in high-pressure environments.
- Utilize empathy to build psychological safety and foster a culture of innovation.
- Develop advanced social skills for motivating and inspiring technical teams.
- Implement principled negotiation strategies to achieve win-win outcomes.
- Effectively navigate complex negotiations with vendors, clients, and internal stakeholders.
- De-escalate and resolve conflicts within and between cross-functional teams.
- Enhance influential communication to gain buy-in for technical roadmaps and initiatives.
- Provide constructive feedback that drives performance without discouraging team members.
- Lead with greater confidence, presence, and strategic influence.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's work environment. We move beyond traditional lecture-based formats to create a dynamic learning laboratory where skills are actively practiced and refined. The course heavily relies on a blend of expert-led instruction, facilitated group discussions, and peer-to-peer learning. A significant portion of the program is dedicated to hands-on activities, including realistic role-playing simulations of common tech-world scenarios, such as negotiating project scope with a product manager or resolving a dispute between two senior engineers. We will analyze real-world case studies from leading technology companies to deconstruct both successful and unsuccessful leadership and negotiation approaches. Participants will work in small teams on collaborative exercises that challenge them to apply concepts in real-time. Continuous feedback from both the instructor and peers is a cornerstone of our approach, ensuring that participants gain a clear understanding of their strengths and areas for development. This immersive and practical methodology ensures that learning is not just absorbed but is deeply integrated, enabling lasting behavioral change and immediate on-the-job application.

Course Agenda (Course Units):

Unit One: The Foundation of Emotionally Intelligent Tech Leadership

- The critical link between EQ and leadership effectiveness in technology.
- Daniel Goleman's five components of emotional intelligence.
- Developing self-awareness: Identifying personal triggers and leadership blind spots.
- Techniques for self-regulation under pressure and during code-red situations.
- Understanding the neuroscience of emotion in decision-making.
- Conducting a personal EQ assessment and creating a development plan.
- The impact of low EQ on team morale, productivity, and staff retention.

Unit Two: Applying EQ to Motivate and Manage Technical Teams

- Leading with empathy: Understanding the perspectives of your engineers.
- Building psychological safety to encourage risk-taking and innovation.
- Advanced social skills for building rapport with technical and non-technical stakeholders.
- The art of delivering constructive feedback on technical performance.
- Motivational strategies for diverse engineering personalities and skill sets.
- Coaching team members for professional growth and skill development.
- Managing team dynamics and fostering a collaborative, high-performance culture.

Unit Three: Core Principles of Strategic Negotiation

- Moving from positional bargaining to principled, interest-based negotiation.
- Identifying and strengthening your Best Alternative to a Negotiated Agreement (BATNA).
- Defining the Zone of Possible Agreement (ZOPA) in technical discussions.
- The Harvard Negotiation Project's method: Separating the people from the problem.
- Focusing on interests, not positions, to unlock creative solutions.
- The power of active listening and strategic questioning in negotiations.
- Generating a variety of options for mutual gain before deciding what to do.

Unit Four: Advanced Negotiation for the Technology Landscape

- Negotiating product roadmaps and feature prioritization with product managers.
- Strategies for effective vendor and third-party contract negotiations.
- Securing budget and resources for technical projects and infrastructure upgrades.
- Cross-functional negotiation: Aligning engineering, marketing, and sales.
- Handling difficult negotiation tactics and personalities gracefully.
- The role of data and objective criteria in strengthening your negotiating position.
- Simulated negotiation: A cross-departmental resource allocation scenario.

Unit Five: Synthesis: High-Stakes Conversations and Conflict Resolution

- Integrating EQ and negotiation skills for maximum impact.
- A framework for preparing for and conducting difficult conversations.
- Conflict resolution techniques for technical disagreements and interpersonal issues.
- Mediating disputes between team members to restore collaboration.
- Building resilience and managing your own emotions during conflict.
- Leading organizational change through influential communication.
- Capstone simulation: A multi-party, high-stakes project crisis negotiation.

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 data-driven tech world, how can a leader quantitatively measure the ROI of improved emotional intelligence and negotiation, and how might they justify this investment to skeptical stakeholders?

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

This course distinguishes itself by its unique and deliberate synthesis of emotional intelligence and negotiation, framed exclusively within the context of the technology industry. While other programs may teach these subjects in isolation or as generic business skills, our curriculum is built from the ground up using scenarios, case studies, and language that resonate directly with the daily challenges of tech leaders. We move beyond abstract theory to address concrete situations such as negotiating sprint priorities in an Agile environment, resolving architectural disputes between senior engineers, or presenting a business case for technical debt reduction to non-technical executives. The methodology emphasizes practical application through intensive, realistic simulations rather than passive learning. Participants do not just learn about empathy; they practice it in difficult feedback sessions. They do not just read about BATNA; they define and leverage it in a simulated vendor contract negotiation. This focus on contextual, experiential learning ensures that the skills are not only understood but are also readily transferable to the high-pressure, logically-driven world of technology, creating leaders who are as adept with people as they are with code.