Executive Negotiation and Influential Leadership Training Course

30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #LE9087_286994

Course Introduction / Overview:

This intensive training course is designed for leaders who seek to master the complex interplay between negotiation and influence. In today's dynamic business environment, the ability to negotiate effectively and influence stakeholders is not just a skill but a strategic necessity for executive leadership. This program moves beyond basic tactics to explore the psychological and strategic depths of high-stakes negotiation and persuasive communication. Drawing on foundational principles from seminal works like "Getting to Yes" by Roger Fisher and William Ury, and the science of persuasion detailed by Dr. Robert Cialdini, participants will learn to navigate complex deals, manage difficult conversations, and inspire action. BIG BEN Training Center has developed a curriculum that integrates proven frameworks with real-world application, ensuring that leaders can create value, build consensus, and drive results. This course equips participants with a sophisticated toolkit for achieving optimal outcomes while strengthening critical business relationships, making them more effective and influential leaders within their organizations. The focus is on transforming negotiation from a transactional event into a leadership opportunity for long-term strategic advantage.

Target Audience / This training course is suitable for:

- C-Suite Executives and Board Members.
- Senior and Mid-Level Managers.
- Team Leaders and Project Directors.
- Sales and Business Development Heads.
- Procurement and Supply Chain Managers.
- Human Resources and Talent Management Leaders.
- Legal and Corporate Counsel Professionals.
- Government Officials and Public Sector Administrators.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Finance, Banking, and Insurance.
- Technology and Telecommunications.
- Oil, Gas, and Energy.
- Healthcare and Pharmaceuticals.
- Government and Public Administration.
- Manufacturing and Engineering.
- Professional Services and Consulting.
- Retail and Consumer Goods.
- Real Estate and Construction.

Target Organizations Departments:

- Executive Management.
- Sales and Business Development.
- Procurement and Supply Chain.
- Human Resources.
- Legal and Compliance.
- Project Management.
- Operations Management.
- Marketing and Communications.
- Finance and Accounting.

Course Offerings:

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

- Master advanced negotiation frameworks beyond the basics of principled negotiation.
- Develop and apply powerful influencing strategies to align stakeholders and drive decisions.
- Analyze and manage the complex power dynamics inherent in high-stakes negotiations.
- Employ psychological principles of persuasion ethically and effectively in a leadership context.
- Lead multi-party negotiations and build consensus among diverse interest groups.
- De-escalate conflict and skillfully navigate difficult conversations with confidence.
- Enhance personal leadership presence through strategic communication and rapport-building.
- Create and claim value in negotiations to achieve superior organizational outcomes.
- Develop a personal action plan for continuous improvement in negotiation and 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 professional challenges. This course rejects a purely theoretical approach, instead immersing participants in a dynamic learning environment. The program is built around a series of complex, realistic negotiation simulations and role-playing exercises that mirror the pressures and intricacies of executive-level interactions. These activities are supplemented by in-depth case study analyses of real-world business negotiations, allowing participants to dissect successful strategies and common pitfalls. Expert-led sessions will introduce core concepts and advanced frameworks, facilitated through interactive presentations and group discussions that encourage peer-to-peer learning and knowledge sharing. A significant emphasis is placed on personalized feedback, with structured debriefs and coaching to help individuals identify personal strengths and areas for development. This blended approach ensures that participants not only understand the theories of negotiation and influence but can also confidently apply them in their leadership roles immediately upon returning to the workplace.

Course Agenda (Course Units):

Unit One: The Leader as a Master Negotiator

- Foundations of advanced negotiation theory.
- Distinguishing between negotiation, influence, and manipulation.
- Self-assessment of personal negotiation and influence style.
- The psychology of decision-making in high-pressure situations.
- Understanding cognitive biases and their impact on negotiations.
- Setting the stage for principled, interest-based negotiation.
- The critical role of Emotional Intelligence (EQ) in leadership and negotiation.

Unit Two: Strategic Preparation and Frameworks

- Mastering the art of comprehensive negotiation planning.
- Advanced BATNA (Best Alternative to a Negotiated Agreement) analysis.
- Defining the ZOPA (Zone of Possible Agreement) in complex scenarios.
- Developing a strategic negotiation roadmap and mandate.
- Creating value versus claiming value in negotiations.
- Frameworks for multi-issue and multi-party negotiations.
- Information gathering and strategic questioning techniques.

Unit Three: The Science and Art of Influence and Persuasion

- Applying Dr. Robert Cialdini's principles of persuasion in a business context.
- Techniques for building authentic rapport and trust with stakeholders.
- Mastering non-verbal communication and body language.
- The power of strategic storytelling in leadership and influence.
- Framing proposals and messages for maximum impact.
- Influencing without formal authority across organizational hierarchies.
- Ethical considerations and the responsible use of influence.

Unit Four: Managing Complex Dynamics and Difficult Tactics

- Navigating negotiations with difficult or aggressive counterparts.
- Strategies for managing and resolving conflict productively.
- Techniques for breaking negotiation deadlocks and impasses.
- Identifying and countering common manipulative tactics.
- Leading and managing negotiation teams effectively.
- Cross-cultural negotiation strategies and considerations.
- Managing emotions and maintaining composure under pressure.

Unit Five: Integration, Application, and Continuous Growth

- Capstone negotiation simulation integrating all course concepts.
- Developing a personal leadership and influence action plan.
- Techniques for securing commitment and ensuring implementation of agreements.
- Building long-term strategic relationships through negotiation.
- Giving and receiving constructive feedback on negotiation performance.
- The role of negotiation in driving organizational change and innovation.
- Creating a culture of effective negotiation within your team and organization.

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:

Beyond achieving a 'win-win' outcome, how can a leader use negotiation as a tool to build long-term organizational resilience and foster a culture of collaborative problem-solving?

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

This course distinguishes itself by deeply integrating the dual pillars of executive negotiation and strategic influence, recognizing that for modern leaders, one is ineffective without the other. Unlike programs that treat negotiation as a series of transactional tactics, this training course frames it as a core leadership competency for building relationships, driving change, and creating sustainable value. The curriculum moves beyond foundational models to explore the complex psychological, cultural, and political dynamics that define high-stakes business environments. Our methodology emphasizes immersive, high-fidelity simulations that are customized to reflect the challenges participants face, rather than generic, one-size-fits-all case studies. The focus is on developing strategic acumen and adaptive thinking, enabling leaders to craft bespoke solutions for every unique negotiation. Furthermore, a significant portion of the course is dedicated to the ethical application of influence, ensuring that participants learn to persuade and inspire in a way that builds trust and enhances their leadership credibility, fostering long-term success for both the individual and their organization.