

Beyond Win-Win

TRUSTED

to

NEGOTIATE

Workshop

TRUSTED to NEGOTIATE

Why a Trusted to Negotiate Workshop?

What's Missing in Win-Win Negotiations

Thirty years ago, a new idea/methodology in negotiations was introduced: Win/Win. At the time it was a breakthrough compared to the then predominant manipulative win-lose approach.

However, for those who negotiate long-term strategic relationships, there are deep weaknesses in the win-win approach:

1. No Trust-Building Methodology
2. No Strategic Alignment Methodology
3. Strict focus on Self-Interest, none on Mutual Interest
4. No emphasis on Collaboration for Innovation to create flexible evolution

Our Breakthrough Method

Trusted to Negotiate uses our powerful architectures of alliances, collaboration, and trust building to produce results far exceeding win-win.



What Value Can I Expect?

As a result of years of negotiations experience, research with Harvard on brain science, and extensive benchmark studies, The Warren Company has developed a negotiations architecture that enables negotiators to diagnose situations rapidly, select among a variety of negotiations strategies, and apply appropriate negotiating techniques.

Knowing what negotiations strategy to use in different situations creates a set of options that take much of the risk out of negotiations.

Who Will I be Working with & Learning from?

Robert Porter Lynch has been in the vanguard in the field of alliances, collaborative innovation, and trust building, as both a thought leader and expert professional with an extensive world-wide track-record; his methods have produced the highest performing alliances.



The author of several books, his work has been recognized across the globe.

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Great Negotiators Advantage:

Great Negotiators are characterized, not by their application of a technique, nor by their hard-nosed toughness, but rather by their breadth of capabilities, their flexibility, their depth of understanding, their integrity, and their insightfulness across a broad range of strategies and situations that materializes mutual possibilities and produces productive, sustainable results.

Strategic Relationships are NOT “Deals:”

The biggest mistake negotiators make is to confuse a “deals” with long-term strategic relationships. Deals are one-time, short-term transactions, like buying a car. These are consummated with a contract. Issues like designing mutual futures, trust, and continuous innovation are *not* important.

Alliances are vastly different; especially because they are *not* transactions, but complex interactions that are constantly evolving. A vastly different type of negotiations approach is necessary that propagates evolutionary collaborative adaptation.

Our extensive work in forming strategic alliances, plus a breakthrough in understand of neuro-science, along with and an in-depth analysis best practices used by successful alliance negotiators has give us a deep understanding of the real secrets of achieving trust, innovation, and creative solutions to negotiations obstacles.

Creating Bold New Futures:

Our methodology is designed to create bold new futures. While there'll always be a need for traditional styles of negotiations, today's executive frequently demands a more robust method of transacting business that does not run the risk of setting limits, diminishing trust, and getting overly entangled in control issues, punitive contracts, and time-consuming, of back-and-forth dickering over minutiae and irrelevant side issues.



Negotiations are perhaps one of the most confused and misunderstood elements of strategic relationship formation. The primary reason for this confusion lies in the intermingling of very different negotiations strategies and tactics. Overall, there are essentially three distinct negotiations strategies in operation today:

- 1) The Adversarial/Combative (Win/Lose) Strategy
- 2) The Cooperative (Win/Win) Strategy
- 3) The Synergistic/Co-Creative (Beyond Win/Win) Strategy

However, while win/win is a worthy goal, its level of trust generation and capacity to create real synergy is somewhat limited. Therefore, for truly effective negotiations for such purposes as strategic alliances, one must go beyond the cooperative model to a synergistic model.

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AGENDA

1. THREE NEGOTIATIONS OPTIONS

- Win/Lose
- Win/Win
- Collaborative Innovation
 - Workgroup Action Plan

2. BASIC PROCESS FLOW

- Hot buttons & Managing emotions
- Core Processes
 - Know Self – Personal & Professional
 - Know Other -- Discovery
 - Embrace Differences
 - Build Trust
 - Co-Create a New Future Vision
 - Re-Frame the Relationship
 - Establish New Thinking & Action
 - Workgroup Action Plan

3. ART OF LISTENING & INQUIRY

- Discovery & Inquiry
- Listening Skills
- Negotiations from Hell
 - Workgroup Action Plan

4. BUILDING TRUST

- Role of Fear & Rules of Engagement
- Four Drives of Human Behavior
- Ladder of Trust
- Reframing the Perspective & Language
- Establishing Operating Principles
 - Workgroup Action Plan

5. SELECTING THE RIGHT NEGOTIATIONS TEAM

- Leading the Team & Profile of Team Members
- Role of Lawyers, Accountants, Contracts and Procurement
 - Workgroup Action Plan

6. SHIFTING TO A STRATEGIC PERSPECTIVE

- Strategic Driving Forces & Impact of Strategic Drivers on Mutual Future
- Positive Use of Power
 - Workgroup Action Plan

7. VALUE CREATION: FINDING SOURCES OF VALUE PROPOSITION

- Creating the Vision-Value Proposition Linkage
- Expanding the Pie – Opportunities for New Possibilities
- Migrating Value to Maintain Competitive Advantage
- Breakdowns as a source of Innovation Breakthroughs
- Using Differences to Generate Innovation
 - Workgroup Action Plan

8. CREATING COLLABORATIVE INNOVATION CULTURE

- Addressing Breakdowns & Trust Violations Confronting Value Destroyers
- Conflict Resolution
 - Workgroup Action Plan

DID YOU KNOW?

Without trust, the brain's chemistry actually shuts down our ability to collaborate *and* to innovate.



Available in Three Formats

- 1 Day
- 1 ½ Day
- 2 Day

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You Will Learn:

- One typical mistake that will kill the future of the negotiations
- Two things to look for in a psychological profile that will indicate the potential for a breakthrough in the negotiations
- Three ways to deflect adversarial approaches to negotiations
- Four most important behavioral drivers that must be satisfied in any negotiations before finalizing an agreement
- Five things you may inadvertently say or do that will send negotiations into a tailspin
- Six factors of our legal system/structure that typically doom collaborative negotiations that must be considered when choosing a lawyer or contracts manager for the negotiations team
- Seven factors that distinguish leaders from managers
- Three ways to diffuse combative, adversarial bargain strategies
- How to handle objections and resistance with new thinking, especially when negotiations get trapped in the “lowest price” trap
- How to use differentials in thinking to generate innovation
- How to build a relationships and culture that sustain synergistic negotiations in the future



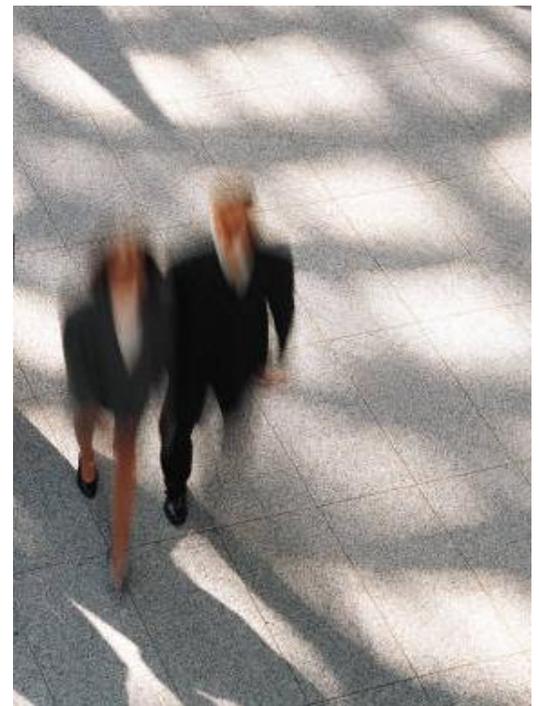
“Exhilarating and Inspiring! This is the next breakthrough in alliances and human relationships.

The Architecture of Trust is a Grand Unifying Principle that makes sense of lots of seemingly disparate phenomenon and ideas.”

– Tom Halle, Hitachi

Key “Take-Away” Topics will include:

- How create alternative negotiations strategies for success
- How to select the right people for the negotiations team
- How to influence “the other side” without dominating or threatening
- How to build trust during the negotiations
- How to gain support from those on the “other side”
- How to bounce back from mistakes and miscalculations
- How to distinguish the people who will support collaborative negotiations and those who won’t
- How most negotiators misunderstand the real, unstated needs of the other side
- How to bridge the gap between self-interest and mutual-interest
- How to protect yourself from being taken advantage of
- Why ‘tit-for tat’ is a bad strategy in any collaborative negotiations
- How to use time for mutual advantage



TRUSTED to NEGOTIATE

Why Should I Use a Workshop Approach?

When making a decision about how to improve team performance, any ardent follower of winning sports teams knows that behind great stars invariably there is a great coach. Often great coaches take losing teams to the top of their game in only one season.

How can you inject the impact of a great coach into your alliance team quickly, economically, and with the expectation of great results in rapid order? The answer is coaching through a two-fold strategy:

- First, reveal which best practices produce dramatic improvements.
- Second, avoid the biggest mistake in learning: *knowledge brings results*. Studies show that simply having individuals attain knowledge does *not* improve results. Results come when teams apply their learnings together, immediately upon their joint learning.

Using these two strategies is why our workshops are so successful.



What can I expect?

Participants develop their own strategies & techniques that they can begin applying immediately into their organization.

Learnings will be offered through case examples, interactive sharing of ideas, and practical project development sessions.



About your Workshop Leader

Robert Porter Lynch has been creating alliances for over thirty years. His studies of Alliance Best Practices, beginning in the 1980s have resulted in thousands of successful alliances all over the world. Over 25,000 executives and managers have attended his programs and workshops worldwide.

CEO of The Warren Company and has consulted widely for scores of major companies in the high tech, communications, pharmaceutical, natural resources, financial services, healthcare and consumer products industries, among others. He's also assisted numerous smaller business, private-public partnerships, and government agencies.

Robert is Founding Chairman of the Association of Strategic Alliance Professionals. He teaches at the Universities of Alberta, British Columbia, and San Diego; he's the author of nearly a dozen books and numerous articles. His current book, *Trusted to Lead* will hit the bookstores early next year.

Highly Acclaimed

Because the program design carefully links Best Practices with Practical, Real World Application, these are typical statements from the workshops:

- Superb! Excellent Content*
- Great info on a fresh new topic*
- Made me think, A great learning experience*
- Great Work! Well Organized*
- Completely Shifted my thinking*
- One of the best seminars ever attended*

Who should attend?

The program is designed for upper and middle management who are seeking to increase alignment, teamwork & collaborative innovation.

This session will prove to be highly useful for any group that needs better coordination, joint problem solving, communications across boundaries, and wants higher levels of human energy. Leaders that know that something is missing in their unit typically discover something powerful, energizing, and eye-opening.

Success From More Productive Negotiations Options:

To be successful, you need more options, more flexibility, and greater versatility.

For the executive or senior alliance professional who is seeking to broaden their negotiations capabilities, and avoid the adversarial, short term “cat-and-mouse” games, this program will greatly broaden your range/scope of capabilities and produce far superior results. This workshop shows you how to use different negotiations strategies for tactical versus strategic situations, and when to squeeze your adversary versus when to join forces to create synergy.



What others have said about our workshops:

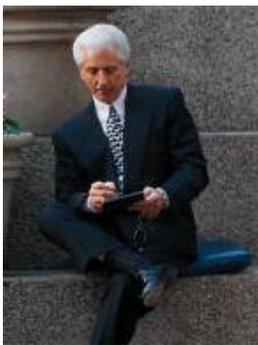
(comments from previous sessions)

“Went Really well, Right on Target, One of the Best Things we've ever done. I can't thank you enough for the difference you made. Through your leadership, you've advanced the thinking in our organization, and sparked an openness to working outside the organization I've never witnessed before.hugely important and timely.”

–Barbara Potts, Director, Strategic Marketing, Tektronics

“Thank you for your time and effort in helping us structure our alliance. Your ability to evaluate situations and orchestrate practical solutions is impressive. We feel we have formed a valuable new alliance by having such an intelligent and wise person as a business associate and friend. Thank you for your hard work and caring attitude.”

– E.D. & Carol Sturman, Owners, Sturman Industries



“Excellent Negotiations Program, moved us and our alliance partner quickly in the right direction”

– Greg Rambo, Director of Strategic Alliances, Rockwell International

“Our Sales have escalated by a quantum magnitude. None of this would have happened had I not gotten the religion from Robert Lynch's book and the coaching he has provided. This approach to alliances in right on the money.”

– Randy Johnson, Vice President of Marketing, Fisher-Rosemount

“You performed miracles.... You walked into a difficult situation and folks present at your session said it was powerful how you turned the energy. Thank you! I know it has made a difference and I appreciate it as one who is trying to develop a culture of support and accountability.”

– Teresa Roche, Director of Human Resources, Tektronics

Why THE WARREN COMPANY?

Providing a Full Range of Services for Strategic Alliances & Collaborative Ventures

The Warren Company specializes in creating, implementing and revitalizing strategic alliances, joint ventures, supply chains, outsourcing, value networks, and similar collaborative or integrative business relationships.

For the last 20 years, TWC has been recognized internationally for its leading edge architectures in alliance formation and management, collaborative innovation, and trust building. We have a invested heavily in continuously performing best practices research, developing breakthrough ideas, and creating numerous proprietary methodologies to increase collaborative success. We have a fresh approach to impact each phase of collaborative development, from analysis, strategy, and planning to implementation and operations.

TWC provides services to Fortune 500 as well as smaller companies, and has trained well over 30,000 executives in our collaborative architectures. Our network of over 30 highly qualified and experienced professionals is distinguished by the fact that, in order to join The Warren Company, one must have had extensive operational experience. The Capability Building Programs we offer include:

Alliance Management Systems
Benchmarking
Best Practice Implementation
Capability Building
Channel Management
Collaborative Innovation
Collaborative Strategy
Contract Structuring
Diagnostics & Assessments
Education & Training
Executive Briefings
Exit Strategies
Integration Advisory Services
Human Resource Consulting
Health Care Reform
Marketing & Sales Alliances

Mediation Services
Metrics for Collaboration
Negotiations Assistance
Networked Enterprises
Portfolio Management
Regenerating Existing Alliances
Sales & Distribution Networks
Strategic Out-Sourcing
Strategies & Scenario Mapping
Supply Management Alliances
Transformation Strategies
Trust Rebuilding
Value Chain Reengineering
Value Propositions
Value Migration Analysis
War Gaming for Alliances

We are NOT Consultants; we are *Resultants* – “Architects & Capability Builders“ who deliver a tested and effective strategic system and process methodology that harnesses the innovative power of differentials across internal and external boundaries.

- We Design/Co-Create Collaborative, Alliance & Trust based Innovation Systems
- We Give Clients Long-Term, Sustainable Capabilities that Produce Results



While we do analysis and give advice, neither are our primary purpose – our job is to co-create, with our clients, the most sustainable, regenerative system of useful competitive advantage through our Collaborative Innovation Architecture™