Negotiating & Influencing for Business Advantage

28 December 2026 – 1 January 2027
Accra (Ghana)



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Introduction

Negotiation and influence are no longer optional skills in today's competitive business environment—they are essential drivers for organizational success. Beyond technical expertise or administrative capabilities, the ability to persuade, build trust, and secure favorable outcomes has become a strategic necessity.

This course provides participants with advanced tools and strategies in negotiation and influencing, designed to help them navigate complex scenarios, achieve optimal agreements, and strengthen their professional impact. Combining theoretical frameworks with real-world case studies and simulations, it ensures immediate applicability in the workplace.

The program is designed for professionals across various levels and industries, enabling them to enhance their personal effectiveness, contribute to organizational growth, and position themselves as influential leaders within their fields.

Course Objectives

- Understand the core principles of negotiation and influence.
- Develop persuasive communication skills using structured frameworks.
- Analyze complex negotiation scenarios and build effective strategies.
- Practice trust-building techniques to strengthen stakeholder relationships.
- Apply measurable tools to evaluate negotiation outcomes.
- Explore indirect influencing strategies for greater impact.
- Manage conflicts constructively and turn them into collaboration opportunities.
- Strengthen decision-making skills under pressure while maintaining flexibility.

Course Outlines

Day 1: Foundations of Negotiation

- Introduction to negotiation principles and strategic dimensions.
- Distributive vs. integrative negotiation approaches.
- Psychological and emotional factors in negotiations.
- Key elements of the negotiation process.
- Practical exercise: identifying negotiation styles.
- Case study on the importance of preparation.



Day 2: Tools & Techniques of Influence

- Defining influence and its role in business contexts.
- Persuasion strategies supported by logic and evidence.
- Leveraging body language to build credibility.
- Interest-based negotiation techniques.
- The progressive influence model explained.
- Interactive activity: team influence simulation.

Day 3: Advanced Negotiation Strategies

- Power dynamics and their impact on negotiations.
- Win-win strategies for maximizing shared value.
- Managing conflicting interests between stakeholders.
- Handling difficult or resistant negotiators.
- Using data and analytics to strengthen arguments.
- Practical simulation: multi-party negotiation exercise.

Day 4: Relationship Building & Influence Expansion

- Building long-term trust as a negotiation advantage.
- Turning professional relationships into strategic partnerships.
- Indirect influence strategies through networks.
- Enhancing credibility and professional presence.
- Effective communication across multiple channels.
- Case study: leadership's role in successful negotiations.

Day 5: Application & Evaluation

- Comprehensive review of key concepts and tools.
- Full simulation of a real-life negotiation scenario.
- Identifying and avoiding common negotiation mistakes.
- Performance evaluation frameworks linked to business goals.
- Personal development planning for continuous improvement.
- Final group discussion on best practices and lessons learned.



Why Attend This Course: Wins & Losses!

- Build advanced negotiation skills for tangible business results.
- Strengthen influencing capabilities within and beyond the organization.
- Gain practical, actionable tools applicable immediately.
- Improve stakeholder relationships and trust-building skills.
- Learn conflict resolution strategies that drive collaboration.
- Enhance decision-making ability under challenging conditions.
- Benefit from simulations and real-world case applications.
- Link negotiation performance to organizational outcomes.

Conclusion

Negotiation and influence are not only about achieving favorable deals—they are about creating long-term value and positioning professionals as trusted, impactful leaders. This course equips participants with a balanced mix of theory, practical exercises, and strategic frameworks that enable them to handle complex negotiations with confidence and authority.

By the end of the program, participants will not only be able to achieve immediate negotiation wins but also foster sustainable professional relationships, drive organizational growth, and elevate their own leadership presence.

