

CERIS-ULB Diplomatic School of Brussels
Université Libre de Bruxelles - ULB

Three Days Intensive Training
on Strategic Negotiation
with Guy Olivier Faure

Open your Mind to a
New World Reflection



CERIS

Brussels Diplomatic School Since 1985



Guy Olivier Faure

Emeritus Professor at Sorbonne University Paris, Visiting Professor at Harvard & Oxford Universities, Professor of International Negotiation at the CERIS-ULB Diplomatic School of Brussels and a number of other renowned institutions.

Professor Guy Olivier Faure is a world expert in the area of international negotiation with outstanding experience and field practice. He is one of the major contributors, with William Zartman (Johns Hopkins University, Washington), to negotiation's modern theory and the promoter of the latest research in this area. Guy Olivier Faure made important scientific contributions such as on how to handle the cultural issue in negotiating or on how to de-escalate in a highly conflicting situation. He has taught at the Sorbonne, Harvard, Oxford, and a number of other renowned institutions. He also has a considerable corporate and governmental experience that includes most intractable negotiations such as the release of hostages.

Negotiation is at the heart of human interaction. Whatever forms it takes, verbally or nonverbally, consciously or unconsciously, people negotiate whenever they interact. How can one get an upper hand in negotiations with more subtle techniques which enable to observe keenly the ongoing overall situation? This three-day programme offers a set of negotiation strategies, models and tools, showing how to reach an agreement even in most difficult situations. These together will change the way you view and conduct every negotiation.

► Objective

The purpose of this programme is to develop participants' expertise in managing negotiations that occur in various complex settings. The programme focuses on how most prominent negotiators conduct their negotiations and why they are successful. Drawn from real world experience and scientific research this programme aims at providing each participant with the best and most updated knowledge on the strategic management of effective negotiation.

► Who Should Attend

The programme is suitable for those middle to senior executives who want to become more deft and effective in dealing with difficult and complex negotiation situations.

► Programme Benefit

Participants in this programme will :

- ➔ Gain a structured understanding of negotiation situations and processes
- ➔ Enhance their ability to diagnose and analyse problems within negotiation situations so as to implement strategic action.
- ➔ Utilize new creative skills and techniques to handle difficult situations and increase their negotiation experience.
- ➔ Learn how to productively use strategies and tactics to be more effective and efficient at the domestic and international levels.
- ➔ Learn how to objectively evaluate their own performance.

► Teaching Method

The training takes place over a period of three days, with additional online modules and access to a database aimed at deepening the knowledge acquired. In the database, you will find video and audio-MP3, and reading materials, such as the lecturer's PowerPoint presentations, as well as key articles additional to the curriculum.

In order to ensure the quality of our trainings, their interactivity and a healthy dose of competition, we restrict the number of participants to 20 per session. For simulations and case studies, groups are limited to a maximum of 5 to 10 students.

The training is tailored to the participants' needs and wishes. Simulations and case studies are organized according to the interests of the participants.

Every class session is split in two parts. The first part focuses on concepts and theory. The second part is dedicated to case studies or simulations in small groups. There are 15-minute coffee breaks for every session and the lunch break lasts 90 minutes. These are opportunities for informal exchanges between the trainer and the participants that allow them to expand the knowledge acquired, to ask further questions and to network. Coffee and lunch breaks are covered in tuition fees.

Once the training is duly completed, you will obtain a Certificate of Advanced studies, granted by the European Post-Graduate School of International & Development Studies.

"The programme does systematic analysis on negotiation's structure, process and strategy, and it helps a lot in controlling negotiations from a higher level and as a whole. With visualized cases and open mindset, the professor explains profound knowledge in a simple way. His belief in achieving harmonious development and multi-win through negotiation, together with his spirit of rational speculation, make us gasp in admiration. Doubtlessly, it is very pleasant learning experience."

Charles Chen, Baxter (China) Medical

Programme Coverage

► **Preparing the negotiation: The global situation**

Analyzing the context
The psychology of the counterpart
Strategic thinking and action
Basic technical concepts
Strategic preparation

► **The variables and their management**

Trust and credibility
Dealing with powerful counterparts
Exploring options. Creativity

► **The process**

Single issue bargaining
The “Chicken” game
Multiple issues bargaining
Win-win techniques

► **Strategic and tactical moves**

Dealing with major obstacles
Uncertainty, risk taking
Coping with threats
Dealing with difficult people
Dealing with tricky counterparts
Handling deadlocks

► **Negotiating with foreigners**

The cultural dimension
The negotiation concept
Negotiator’s values
Cultural effectiveness

► **The Agreement**

Closing the deal
Fairness
Assessing the quality of the agreement

► **The effective negotiator**

Profiling your own negotiation style
Key points for personal effectiveness



Professor Guy Olivier Faure has authored, co-authored and edited 19 books and over 120 articles. His works have been published in twelve different languages. He is referenced in the *Diplomat's Dictionary* published by the United States Peace Press, Washington, 1997.

► **TEACHING/RESEARCH INTERESTS:**

Professor Faure has made some innovating breakthrough at the Sorbonne University, Paris, by introducing new topics such as Strategic Thinking and Action, International Negotiation and Conflict Resolution, Strategic forecast on International Relations. He has done extensive work Terrorist issues and Security. He engages in consulting and training activities with multinational companies, governments and international organizations. Among them: The United Nations, UNESCO, the European Union, and the World Trade Organization. He is referenced in the *Diplomat's Dictionary* published by the United States Peace Press, Washington. He is also quoted as one of the "2000 outstanding Scholars of the 21st Century" by the International Biographical Centre, Cambridge, U.K. He has lectured in a number of renowned universities and institutions such as Harvard Law School, New York University, Johns Hopkins (Washington), Oxford University, etc...

► **ACADEMIC ACHIEVEMENTS:**

Professor Faure is a member of the editorial board of the three major international journals dealing with international relations, theory and practice: *International Negotiation* (Washington), *Negotiation Journal* (Harvard), and *Group Decision and Negotiation* (New York). He is a member of the editorial boards of two major scientific book series: *International Negotiation* (Brill Academic Publishers); *Advances in Group Decision and Negotiation* (Springer).

► **CORPORATE EXPERIENCE:**

Among the major companies and institutions Professor Faure worked with are: L'Oréal, Chanel, Schlumberger, Schneider Electric, Thalès, Air Liquide, Cegelec, Carrefour, Nestlé, ICI, General Electric, Bayer, Philips, AT&T, Siemens, Henkel, General Motors, Auchan, Gillette, Pfizer, Fonterra, Norsk Hydro, Bombardier Transportation, ABB China, TCL, CNOOC-Shell, Framatome, Alcatel, Shennan Circuits, ZKungfu, Shanghai municipality, MOFCOM, Beida, China Development Bank, CITIC, Bank of Communications, China Minsheng Bank, AstraZeneca China, SAF Software Systems Beijing, Sichan Jingguang industrial, ABB Beijing Drive Systems, Ping An International Financial Leasing, Beijing Sunrise Equity Investment Fund Management, Sinopharm, Coca-Cola Beverages, Intercontinental Hotels, Unilever China, Eastman Chemical Shanghai.

► **GOVERNEMENTAL & INTERNATIONAL EXPERIENCE:**

Guy Olivier Faure worked for government agencies in the context of crucial international negotiations and crisis situations. He negotiated the release of hostages with terrorists. He is a member of the Steering Committee of PIN/Clingendael - The Hague, a programme on international negotiation processes that links together 5000 people involved in the domain (<http://pin-negotiation.org/>). He was involved in peace issues, especially in French-German cooperation programs within the framework of the International Treaty of Friendship and Cooperation signed in 1963 between these two countries. He has also contributed to field actions on peace making and reconciliation with NGOs in the Middle East, in Asia-Pacific region, etc.

► BIBLIOGRAPHY: Publications (non-exhaustive list)

- Chinese Business Negotiations: closing the deal. In Zartman I.W.: *Closure: How Negotiations End*. Cambridge University Press. To be published 2018
- China in Central Asia: Negotiating Cooperation for Mutual Benefits. In Hampson F. and Troitskiy M.: *Tug of War: Negotiating Security in Eurasia*. CIGI/McGill University Press, 2017.
- Modernization with Chinese Characteristics: Sinicizing an Alien Model (with Rolf Cremer). *Quarterly Journal of Chinese Studies*. Vol.5 (2), Autumn 2017, 26-41.
- In Search of Negotiations in the South China Sea Dispute (with I. William Zartman). *The Journal of Political Risk: Anatomy of the South China Sea Conflict*. Vol. IV.
- Negotiating Hostages with Terrorists: Paradoxes and Dilemmas. *International Negotiation*. Vol. 20, N° 1, 2015, 129- 145.
- La meilleure façon d'ordonner ce monde chaotique, de reconstruire un équilibre, de produire du sens, de lui donner une direction, réside dans la négociation. *Revue Négociations*, De Boeck, n°23, 2015/1.
- La négociation asymétrique : traiter avec des terroristes. In P. Cecchi Dimeglio and B. Brenneur : *Manuel interdisciplinaire des modes amiables de résolution des conflits*. Bruxelles, Larcier, 2015, 559-586.
- Terrorism: Negotiating at the Edge of the Abyss, in P.T. Coleman, M. Deutsch, E.C. Marcus, *The handbook of Conflict Resolution: Theory and Practice*. San Francisco, Jossey-Bass, 2014, 764-791.
- *Jordanie: une diplomatie arabe dans le monde*, (with J. Al Shalabi and P. Blanc), Amman, Ward Books, 2013.
- *Unfinished Business: Why International Negotiations Fail* (with F. Cede). Athens, GA, Georgia University Press, 2012.
- *Talking to terrorists*. Washington, United States Institute of Peace, 2011. (with Byman, Perry, Zartman)
- *Engaging Extremists: States and Terrorists Negotiating Ends and Means* (with I.W. Zartman). Washington, United States Institute of Peace, 2010.
- Chinese communication characteristics: A Yin Yang perspective (with T. Fang). *International Journal of Intercultural Relations*, vol.35, issue 3, 2011, 320-333.
- *Negotiating with Terrorists: Strategy, Tactics and Politics*. (with I.W. Zartman). New York, Routledge, 2010.
- Changing Chinese values: Keeping up with paradoxes. (With T. Fang) *International Business Review*, vol.17, issue 2, 194-207, 2008.
- *Négociation internationale et pratique des affaires en Chine* (avec Philippe Béraud et Jean-Louis Perrault). Paris, Maisonneuve et Larose, 2007.
- *Escalation and Negotiation in International Conflicts* (with I.W. Zartman) (Cambridge University Press, 2005)
- *La négociation : regards sur sa diversité*. Paris, Publibook, 2005.
- *How People Negotiate: The Resolution of Conflicts in Different Cultures*. Dordrechts, The Netherlands, Kluwer Academic Publishers, 2003. *Culture and Negotiation*, (with J.Z. Rubin) Newbury Park, Calif., Sage, 1993. Translated into Chinese as *Wen Hua Yu Tan Pan (Culture and Negotiation)*, China Social Science Documentation Publishing House, Chinese Academy of Social Sciences, Beijing, 2001.
- *La négociation: situations et problématiques* (with Mermet L., Touzard H., Dupont C.). Paris, Editions Dunod, 2000.

► Useful Information

Tuition fees : 2500 Euros. The programme fee includes tuitions, case licensing fees, lunches & coffee breaks. The full fee must be paid no later than 15 days before the start of the programme.

Duration : 3 Days Programme

Hours : 9:00 am to 12:30 pm & 2:00 pm to 5:30 pm

Language : English *

Class Size : 15 to 20 participants maximum

Location : 367, Avenue Louise, 1000 Brussels

* Sur demande d'un groupe d'au moins 15 participants, la formation peut être organisée en Français.

For any information, please contact the CERIS Headquarters
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