

ZOPA EHF - Training 2022 at SUT

Training on Effective Negotiation Behaviour

Language of instruction: English



Teacher:

The course is taught and managed by Dr. Aldís Guðný Sigurðardóttir, Director of Executive MBA and Assistant Professor at the Department of Business at Reykjavík University and Owner of Zopa EHF.

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About Aldís:

Dr. Aldis G. Sigurdardottir is the Director of Executive MBA and Assistant Professor at the Department of Business at Reykjavík University and the Owner of Zopa EHF. Aldis also works partly as an assistant mediation officer for the government of Iceland. She recently moved from the Netherlands, working as an assistant professor in the purchasing and supply management track at the University of Twente. She has been a visiting scholar at various universities around Europe, such as Koźminski University in Warsaw, University of Vienna in Austria, Badem-Wurtemberg Cooperative State University in Germany, Bifröst University in Iceland, University of Akureyri in Iceland, and Fontys University in the Netherlands. Her research focuses on negotiation, communication, culture, buyer/seller relationship, mediation, and managerial behavior.

Aldis wrote her Ph.D. on negotiation behavior and what negotiation tactics positively affect the negotiated outcome. Before commencing her academic career, she gained several years of managerial experience, including negotiating complex agreements as a director of companies in both the public and the private sectors.

She has considerable management experience as being a founder and Executive Director of companies in the creative sector and as a founder and Executive Director for several years of a consultancy company in Iceland and the Netherlands, where she has been head negotiator in challenging negotiations on behalf of companies in various sectors and countries. Moreover, she has conducted consultancy on strategic decisions and management training for specific negotiations, communication, and crisis management challenges. Aldis also has extensive experience in wage agreement disputes and has worked for various unions in the past. Further, as a visiting scholar, she has teaching experience in sales, contract negotiation, and international negotiation from multiple universities around Europe. She has trained negotiators of start-up companies in Iceland, women leaders in Iceland and the Netherlands, and trained executive MBA students for an annual international negotiation competition for several years. Her practical experience in negotiation, experience teaching negotiation, and her role as a judge in two international negotiation competitions have given her a deep understanding of the nature of negotiations and the role of behavioral economics.

Training Objective and Content

The purpose of this training is to provide participants with a set of conceptual frameworks and practical tools to develop their skills and competencies to become effective negotiators. Excellent communication skills are crucial for successful cooperation and solving issues in the workplace when negotiating agreements in business or private life.

Individuals have different interests and values, and the ability to negotiate successfully rests on a combination of analytical and interpersonal skills. These skills are crucial for achieving results in today's complex organizations and ad hoc projects and teamwork required in today's increasingly global business world. Our results can be inconsistent and inferior without trying methods to organize our approach. Participants will, therefore, learn how important it is to use the appropriate methods to gain agreement and cooperation from others to achieve win-win results. Participants' engagement will be the core of this training, which helps participants achieve better and more sustainable outcomes.

The training explores and develops knowledge and skills in negotiations and the most common tactics. Participants will also learn the importance of active listening and how to create and sustain long-term customer relations. The emphasis will be on the concept of economic behavior, different styles, and strategies. The overall focus throughout the training is on active participation, as that is an effective way to learn new skills and change behavior.

The training starts with short lectures, exercises, and feedback sessions in-between. As the training goes on, participants will take on more complex negotiations and structured negotiation exercises and negotiate in teams. The case study method will be the best approach using as actual exercises as possible. The time will also be used for questions and discussion.

Structure and teaching methods

- The course will be taught in a three-day seminar in Gliwice from the 27th of June till the 29th of June 2022.
 - Teaching will be done using a combination of approaches ranging from lectures to case studies to discussions to class exercises.
 - Active participation is essential throughout the course and crucial to the learning outcome.
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The UMNEKO project benefits from a grant of € 13.288 received from Iceland, Liechtenstein and Norway through the EEA Funds. The aim of the UMNEKO project is to strengthen the human capital and knowledge base by increasing employees' communication and negotiation skills and expanding their soft skills.

The action is performed under the EDUCATION PROGRAMME within the framework of Component 1: "Staff Training".

The Programme Operator: the Foundation for the Development of the Education System (FRSE)
with the seat in Warsaw.

The sole responsibility for the activities and contents provided during the project implementation lies with the SUT as the Project Beneficiary.