



# Strategic Negotiations



UNIVERSITY OF  
SOUTH FLORIDA  

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COLLEGE OF ARTS & SCIENCES

Executive Education Program



Executive Education Program

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# Strategic Negotiations

## June 1-2, 2017

University of South Florida  
College of Arts and Sciences  
4202 E. Fowler Ave., CPR 107  
Tampa, FL 33620

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Director of Executive Education Program

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## **Strategic Negotiations**

**June 1-2, 2017**

**Tampa, FL**

### **Course Description**

Negotiations become strategic when they are placed at the center of forging collaborative relationships to develop practical solutions. This program introduces new thinking, based on leading research, on how to maximize the likelihood of influencing others by introducing a three step process. The first step involves developing a deep understanding of existing interactions from the other person's perspective. The second step develops the habit of communicating in a purposeful and strategic manner in the service of accomplishing your goals. The third step develops a deep appreciation for how potential audiences make sense of negotiations from their cultural perspectives.

In discussing these three steps, participants will develop insights into why they have succeeded or failed in negotiations in the past, as well as learn practical techniques for maximizing the likelihood of succeeding in the future. The course will introduce several important, yet underappreciated topics about the dynamics of negotiation across cultural differences and conflict resolution that can greatly affect outcomes. The DiSC assessment will be used to explore how behavioral style impacts negotiation, and how to recognize where adapting behavior to fit another's style can improve results. The course is designed to prepare participants to become better negotiators in complex cross-cultural settings and conflict resolution contexts and develop skills that can manage or prevent conflict. Specific attention is given to religion, tribalism, ethnicity, language, race, and gender, which is necessary to developing a comprehensive approach.

Participants will accumulate new knowledge, insights, and thinking that will help them meet the 21st century challenge of strategic negotiations. Through a highly interactive program you will be introduced to the practical skills and techniques of strategic negotiation through group activities, in-depth practitioner's case studies, simulation exercises and practice.

### **Two-Day Program Learning Objectives:**

- Learn effective skills and techniques to help you prepare and succeed in different types of negotiations
- Understand the complex dynamics of negotiating across cultures and conflict resolution
- Learn how to develop successful collaborative partnerships
- Learn how to deal with difficult people and complex challenges
- Recognize the impact of DiSC style and how to adapt your style to improve negotiations
- Understand the importance of cultural intelligence
- Analyze effective negotiating strategies and tools

## **Day One: Thursday, June 1**

### **Strategic Negotiations**

<b>8:00 – 8:30 AM</b>	<b>Program Registration, Breakfast and Networking</b>
<b>8:30 – 8:45</b>	<b>Welcome, Introduction, and Overview</b> Adib Farhadi, PhD, University of South Florida
<b>8:45 – 10:00</b>	<b>What is strategic negotiation?</b>
<b>10:00 – 10:15</b>	<i>Break</i>
<b>10:15 – 12:00</b>	<b>Strategic planning for negotiations</b>
<b>12:00 – 1:00 PM</b>	<i>Lunch</i>
<b>1:00 – 2:30</b>	<b>Conflict resolution negotiations</b>
<b>2:30 – 2:45</b>	<i>Break</i>
<b>2:45 – 3:15</b>	<b>Conflict resolution negotiations (cont.)</b>
<b>3:15 – 3:45</b>	<b>DiSC survey</b>
<b>3:45 – 4:00 PM</b>	<b>Review and Reflection on Days Learnings; Transition to Day Two Objectives</b>

## **Day Two: Friday, June 2**

### **Strategic Negotiations**

<b>8:00 – 8:30 AM</b>	<b>Breakfast, networking</b>
<b>8:30 – 8:45</b>	<b>Welcome back; review day one; objectives for today</b> Adib Farhadi, PhD, University of South Florida
<b>8:45 – 10:30</b>	<b>Negotiating across DiSC styles</b> Margie West, Senior Fellow, University of South Florida
<b>10:30 – 10:45</b>	<b><i>Break</i></b>
<b>10:45 – 12:00 PM</b>	<b>Negotiating across DiSC styles (cont.)</b>
<b>12:00 – 1:00</b>	<b><i>Lunch</i></b>
<b>1:00 – 2:30</b>	<b>Negotiating across cultures</b>
<b>2:30 – 2:45</b>	<b><i>Break</i></b>
<b>2:45 – 3:45</b>	<b>Cultural Intelligence</b>
<b>3:45 – 4:00</b>	<b>Review and Reflection, key takeaways</b>



## Executive Education Program

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### Adib Farhadi, Ph.D.

**Director of Executive Education Program**

**Assistant Professor**

**USF College of Arts and Sciences**

Adib Farhadi, Ph.D. is the director of executive education program and assistant professor at the University of South Florida College of Arts and Sciences. He is a recognized global leader with more than 15 years of high-level policy practitioner experience in counterinsurgency and economic development in post-conflict fragile states.



Farhadi has written, trained and advised a variety of international organizations and governments in areas such as strategic and conflict zone analysis, stabilization and reconstruction efforts, economic analysis and senior professional development. He has held progressively higher levels of responsibility such as serving as the deputy minister of commerce and industry for the Afghan government, executive director for the Afghanistan National Development Strategy, chief negotiator for WTO accession and senior economic advisor to the New Silk Road Initiative.

Farhadi most recently served as visiting scholar at Johns Hopkins University, School of Advanced International Studies (SAIS) and postdoctoral fellow at University of Canberra, Institute for Governance & Policy Analysis. Dr. Farhadi holds a Ph.D. in Economics from Canberra University, MA from New York University, and a BS from East Carolina University.

## Margie L. West, M.Ed, M.A.

**Senior Fellow**

**University of South Florida**

As a Senior Fellow at the University of South Florida and Senior Leadership Development Facilitator with the Center for Transformation and Innovation, Margie West designs and facilitates practical workshops in business communication, team and collaboration effectiveness, and leadership. She brings expertise in the communication skills needed to effectively lead, influence, and collaborate with others, and in the design of innovative and experiential adult learning.



Margie has 23 years of experience as a learning and performance consultant in the public and private sector, specializing in team effectiveness, communication, and leadership and management skills development. She has served as an internal learning and organization development leader with Fidelity Investments, the University of South Florida, and Catalina Marketing Corporation, and has facilitated performance improvement initiatives for business, education, and healthcare organizations throughout the U.S. In addition, Margie has served as a university instructor for courses in business communication and leadership development.

She received a Master of Education degree in Counseling and Career Development from Colorado State University and a Master of Arts in Communication from the University of South Florida, specializing in Organizational Communication.

Margie is a certified facilitator of the Everything DiSC<sup>®</sup> Assessment, the DeBono Six Thinking Hats<sup>®</sup> process, Talent Smart's Emotional Intelligence curriculum, and the Birkman Method<sup>®</sup> assessment.