

# **Gain The Edge!® Negotiation Strategies For Lawyers**

Friday, December 7, 2018 | 9:00 a.m. – 4:30 p.m.

AMA Executive Conference Center | 1601 Broadway at 49th Street | NYC

## **Program Agenda**

8:30 a.m. – 9:00 a.m.	<b>Registration</b>
9:00 a.m. – 9:10 a.m.	<b>Introduction – The “Car Negotiation Story”</b>
9:10 a.m. – 10:25 a.m.	<b>Discuss Latz’s Golden Rules of Negotiation</b> <ul style="list-style-type: none"><li>• Setting aggressive – yet realistic – goals</li><li>• Information is power – so get it!</li><li>• Increasing leverage by strengthening your alternatives</li></ul> <p>(1.5 Skills)</p>
10:25 a.m. – 10:35 a.m.	<b>Refreshment Break</b>
10:35 a.m. – 11:00 a.m.	<b>Negotiation Ethics – Part I</b> , including discussion of <b>Stalking Horse Scenario</b> <ul style="list-style-type: none"><li>• Morality – is it right or wrong?</li><li>• Ethics or Legality – does it cross the legal or ethical line?</li><li>• Effectiveness – does it work?</li></ul> <p>(0.5 Ethics)</p>
11:00 a.m. – 11:50 a.m.	<b>Discuss Negotiation Strategies</b> <ul style="list-style-type: none"><li>• Using objective criteria with “tough negotiators”</li><li>• Using timing to your advantage</li></ul> <p>(1.0 Skills)</p>
11:50 a.m. – 1:00 p.m.	<b>Lunch (on your own)</b>
1:00 p.m. – 1:25 p.m.	<b>Discuss Negotiation Strategies</b> <ul style="list-style-type: none"><li>• Designing offer-concession strategies</li><li>• Controlling the agenda</li></ul> <p>(0.5 Skills)</p>
1:25 p.m. – 1:50 p.m.	<b>Prepare to Negotiate Simulation</b> <ul style="list-style-type: none"><li>• Learning information-gathering techniques</li><li>• Analyzing interests vs. positions</li><li>• Creatively generating options</li></ul> <p>(0.5 Skills)</p>

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1:50 p.m. – 2:40 p.m.

## **Negotiation Simulation**

(1.0 Skills)

2:40 p.m. – 3:05 p.m.

## **Analyze Negotiation Simulation**

- Evaluating Lessons Learned – what worked and what didn't

(0.5 Skills)

3:05 p.m. – 3:10 p.m.

## **Refreshment Break**

3:10 p.m. – 4:00 p.m.

## **Discuss Negotiation Strategies**

- Problem-Solving vs Competitive Strategies
- Impasse-Breaking Strategies
- Countering “Negotiation Games”

(1.0 Skills)

4:00 p.m. – 4:30 p.m.

## **Negotiation Ethics – Part II, including discussion of The “False Promise” Scenario**

- Morality – is it right or wrong?
- Ethics or Legality – does it cross the legal or ethical line?
- Effectiveness – does it work?

(0.5 Ethics)

4:30 p.m.

## **Adjournment**

**7.0 MCLE Credits – 6.0 Skills, 1.0 Ethics**