

# **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.      **Registration**
- 9:00 a.m. – 9:10 a.m.      **Introduction – The “Car Negotiation Story”**
- 9:10 a.m. – 10:25 a.m.      **Discuss Latz’s Golden Rules of Negotiation**
- Setting aggressive – yet realistic – goals
  - Information is power – so get it!
  - Increasing leverage by strengthening your alternatives
- (1.5 Skills)
- 10:25 a.m. – 10:35 a.m.      **Refreshment Break**
- 10:35 a.m. – 11:00 a.m.      **Negotiation Ethics – Part I**, including discussion of **Stalking Horse 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)
- 11:00 a.m. – 11:50 a.m.      **Discuss Negotiation Strategies**
- Using objective criteria with “tough negotiators”
  - Using timing to your advantage
- (1.0 Skills)
- 11:50 a.m. – 1:00 p.m.      **Lunch (on your own)**
- 1:00 p.m. – 1:25 p.m.      **Discuss Negotiation Strategies**
- Designing offer-concession strategies
  - Controlling the agenda
- (0.5 Skills)
- 1:25 p.m. – 1:50 p.m.      **Prepare to Negotiate Simulation**
- Learning information-gathering techniques
  - Analyzing interests vs. positions
  - Creatively generating options
- (0.5 Skills)

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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**