

**William Ury**  
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## **Getting to Yes: Negotiating Successful Agreements in Challenging Times**

### **Session I: The Essential Role of Negotiation**

- Why negotiation is the central challenge for leaders in today's difficult times
- Measuring the success of a negotiation
- What are the key elements of any negotiation
- Balancing cooperation and competition
- How to stay focused on achieving your goals
- The key to countering "dirty tricks"

### **Session II: Winning Strategies to Achieve An Optimal Agreement**

- What is negotiating power
- How to build trust and defuse suspicion and anger
- Discovering what the other side really wants
- How to generate creative solutions for mutual gain
- Why differences can be beneficial

### **Session III: Preparation and Improvement of Personal Skills**

- The challenge of dividing up scarce resources
- Why face-saving is critical
- How to prepare even when you don't have much time
- Learning from each negotiation
- Continually improving your negotiation skills

### **Session IV: Overcoming Obstacles to Negotiation**

- The art of asking questions that get past "No"
- Why silence is powerful
- Why saying No well is critical to successful negotiation
- How to say No without losing the relationship or the deal
- Persuading those who do not want to negotiate
- How to use power constructively
- The art of getting to a lasting "Yes"