



SPECIAL MANAGEMENT PROGRAM

PRACTICAL AND
CREATIVE TOOLS
TO CONDUCT
A SUCCESSFUL
NEGOTIATION
PROCESS

WINNING NEGOTIATION STRATEGIES
WITH WILLIAM URY

OCTOBER 14-15, 2008 - NEW YORK CITY

LIMITED TO 120 EXECUTIVES

William Ury

& you



JOIN THE WORLD'S FOREMOST NEGOTIATION SPECIALIST, WILLIAM URY, AND OTHER PROMINENT EXECUTIVES FOR TWO DAYS OF HIGHLY INTERACTIVE, INTENSIVE TRAINING ON LEADING SUCCESSFUL NEGOTIATIONS. THROUGH BREAKOUT SESSIONS AND LESSONS FROM THE FIELD, YOU WILL LEARN PRACTICAL STRATEGIES TO SUCCESSFULLY LEAD A NEGOTIATION PROCESS.

William Ury is co-founder of Harvard's Program on Negotiation and currently directs the Global Negotiation Project. He is the author of the recently published, *The Power of a Positive No: How to Say No & Still Get to Yes* and co-author (with Roger Fisher) of *Getting to Yes: Negotiating Agreement Without Giving In*, a five-million-copy bestseller translated into over 20 languages. Ury is also author of the award-winning, *Getting Past No: Negotiating with Difficult People and Getting To Peace*.

Over the last 25 years, Ury has served as a negotiation adviser and mediator in conflicts ranging from the boardroom to international crises—from corporate mergers to wildcat strikes in a Kentucky coal mine to ethnic wars in the

Middle East, the Balkans, and the former Soviet Union. With president Jimmy Carter, he co-founded the International Negotiation Network, a non-governmental body seeking to end civil wars around the world. During the 1980s, he helped the US and Soviet governments create nuclear crisis centers designed to avert an accidental nuclear war. In that capacity, he served as a consultant to the Crisis Management Center at the White House. Most recently, Ury has served as a third party in helping to end a civil war in Aceh, Indonesia, and helping to prevent one in Venezuela.

Ury was trained as a social anthropologist, with a B.A. from Yale and a Ph.D. from Harvard.

AGENDA

Learn how to master the art of negotiation during an intensive, highly interactive, two-day program with the expert himself, William Ury.



DAY 1 - OCTOBER 14

ALL SESSIONS LED BY WILLIAM URY

- 7:45 AM-8:30 AM WELCOME AND REGISTRATION
- 8:30 AM-10 AM 1. THE ANATOMY OF A NEGOTIATION
- Why negotiation is the most important challenge for today's managers
 - How to measure the success of a negotiation
 - The negotiator's dilemma: Choosing hard or soft positional bargaining
 - Why negotiation is 20% bargaining and 80% learning
 - Negotiation in the Information Era
 - BREAKOUT: Balancing cooperation and competition
- 10 AM-10:30 AM COFFEE BREAK
- 10:30 AM-12 PM 2. UNDERSTANDING THE CORE ELEMENTS OF A NEGOTIATION
- Separating people from the problem
 - The negotiator's most valuable skill
 - Keeping your eyes on the prize: Remaining focused while sifting through the details
 - Discovering what the other side really wants
 - Building your negotiating power and maintaining control at the bargaining table
- 12 PM-1:30 PM LUNCH WITH WILLIAM URY
- 1:30 PM-3 PM 3. BREAKOUT: NEGOTIATION EXERCISE
- Preparing for a negotiation with limited time
 - Rehearsing: A valuable technique
 - Learning from each negotiation
- 3 PM-3:30 PM COFFEE BREAK
- 3:30 PM-5 PM 4. NEGOTIATION STRATEGIES THAT MAXIMIZE RESULTS
- How to build a good relationship regardless of substantial differences
 - Why a good solution is not enough: Getting to conflict resolutions that last
 - Generating creative solutions for mutual gain
 - The power of silence in negotiations
 - Becoming a negotiation expert

DAY 2 - OCTOBER 15

ALL SESSIONS LED BY WILLIAM URY

- 8:30 AM-10 AM 1. HOW TO SAY "NO" AND STILL GET TO "YES"
- The test of leadership: Being able to say "No"
 - Why saying "No" is really saying "Yes" to what you want
 - How to uncover the "Yes" behind your "No"
 - How to back up your "No" with power
 - How to deliver a Positive "No"
 - How to manage the other's reaction
 - Offering a proposal that leads to "Yes"
 - BREAKOUT: Constructing your own Positive "No"
- 10 AM-10:30 AM COFFEE BREAK
- 10:30 AM-12:30 PM 2. BREAKOUT: NEGOTIATION EXERCISE
- Preparing for difficult negotiations
 - Dealing with difficult people
 - Internal and external negotiations
- 12:30 PM-2 PM LUNCH WITH WILLIAM URY
- 2 PM-3:30 PM 3. HOW TO GET PAST "NO"
- Understanding why the other party is saying "No"
 - Inventing options to help the other party say "Yes"
 - What to do if the other party doesn't want to negotiate
 - How to respond to threats and personal attacks: Transforming conflict into agreement
 - Using the power of surprise
 - How to defuse suspicion and anger
 - How to negotiate when the other side is more powerful
 - BREAKOUT: Writing the other's victory speech
- 3:30 PM-4 PM COFFEE BREAK
- 4 PM-5 PM 4. WRAP-UP AND ACTION PLAN
- Incorporating negotiation into your action plan
 - Final remarks and conclusions
 - Open discussion

GENERAL INFORMATION

Date & Venue

October 14-15, 2008

Program runs from 7:45 am - 5 pm on Day 1; 8:30 am - 5 pm on Day 2

Detailed agenda can be found on our website, hsmglobal.com/us/ury

Cipriani at Rockefeller Center
30 Rockefeller Center 64th Floor - Pegasus Room
New York City



Special Accommodations

Visit hsmglobal.com/us/ury for more information.

Each Attendee Will Receive

- A copy of *The Power of a Positive No*, by William Ury
- Attendee Profile and Contact List
- Working Materials
- Meals
- Attendance Certificate



Limited Availability

Limited to 120 attendees

All applications are subject to approval by HSM

Program Fee

Regular Price: \$4,500

Before October 3rd: \$3,900

Corporate Offer

Three Tickets: \$11,100 (\$3,700 per attendee)

Five Tickets: \$17,250 (\$3,450 per attendee)

To receive the Special Offer, payment must be received by October 3rd, 2008.

Three Ways to Register

Phone 866 711 4476 | 9 am - 6 pm EST

212 317 8454 (If dialing internationally)

Fax 212 308 6788

Online hsmglobal.com/us/ury

For more information, contact us at info.us@hsmglobal.com



REGISTRATION FORM

WINNING NEGOTIATION STRATEGIES with WILLIAM URY

OCTOBER 14-15, 2008

CIPRIANI AT ROCKEFELLER CENTER - NEW YORK CITY

REGULAR PROGRAM FEE: \$4,500

BEFORE OCTOBER 3RD: \$3,900

For registration or more information on the program, please visit our website at hsmglobal.com/us/ury, call 866 711 4476, or fax this registration form to 212 308 6788.

NAME _____

TITLE _____ DEPARTMENT _____

COMPANY _____ INDUSTRY _____

COMPANY TYPE PUBLIC PRIVATE FAMILY OWNED

COMPANY SIZE (EMPLOYEES) <50 50 to 100 101 to 500 501 to 1000 > 1000

ADDRESS _____ CITY _____

STATE/PROVINCE _____ ZIP/POSTAL CODE _____ COUNTRY _____

EMAIL _____ BUSINESS PHONE NUMBER _____ FAX NUMBER _____

Your contact information, excluding your phone number, will be shared with other attendees at the event. It will not be used for any other purpose.

Please don't share my contact information. I'm not interested in receiving the Attendee Profile.

Pricing (Before October 3rd, 2008)

Early Registration Offer: \$3,900 Attendees: _____

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Five Tickets: \$17,250 (\$3,450 per attendee)

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Payment Options

Check enclosed (*Make check payable to HSM Americas, Inc.*)

Bill me

Visa Mastercard American Express Diners Club Discover

CARD NUMBER _____ EXPIRATION DATE _____

CARDHOLDER'S NAME _____ CARDHOLDER'S SIGNATURE _____

Which of the following topics would you like HSM to include in its future programs?

- Leadership Teamwork Family Business Personal Development Customer Experience
 Execution Green Biz Innovation Sales/Marketing Change Management

Cancellation & refund policy: If you request cancellation up to 60 days prior to the event ("Cancellation Deadline"), the refund will be processed in the same manner (i.e. credit card, check, etc.) that the registration payment was made, less a processing fee of \$500 per ticket. For cancellations in writing requested after the Cancellation Deadline and before 21 days prior to the event ("Credit Deadline"), a credit refund will be granted for HSM events to be held until 12/31/2009 for the value of your purchase. After the Credit Deadline tickets may only be transferred to a substitute participant. We reserve the right to cancel the event, and if this occurs, we shall refund the total fee paid.

Scheduling: We reserve the right to make any changes without prior notice.

Detailed Terms and Conditions can be found in the Register section at hsmglobal.com/us/ury

CODE: **SWU/3MD/WEB1/08**



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HSM GROUP

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10th Floor
New York, NY 10022
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UPCOMING EVENTS 2008

World Business Forum, [Sept. 23-24](#)

Leading From Your Strengths with **Marcus Buckingham**, [Sept. 25](#)

World Finance & Economy Summit, [Oct. 16](#)

Two Days with **Jack Welch**, [Oct. 21-22](#)

Execution in Action with **Larry Bossidy**, [Oct. 28-29](#)

Building Winning Teams with **Patrick Lencioni**, [Nov. 12-13](#)

Making Creativity & Innovation Happen with **Michael Eisner**, [Nov. 18](#)

Family-Managed Business with **John Davis**, [Nov. 19-20](#)

For an updated list of events, visit hsmglobal.com/us