



## Negotiations for Top Leaders

Getting More-How to Negotiate to  
Succeed In Work and Life

The most sought-after course at top-rated  
Wharton School of Business over 20 years.

April 19 & 20, 2016  
0900am to 0500pm

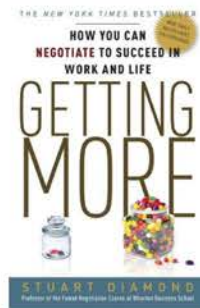
# Overview

The Getting More model was developed over 20 years of research among 30,000 people in 50 countries by Wharton Business School Professor Stuart Diamond, who was Associate Director of the Harvard Negotiation Project and executive director of its outside negotiation consulting firm, Conflict Management. The course on which the book is based has been the most sought-after at Wharton over 20 years and is Google's principal negotiation model. Two years ago Prof. Diamond was named Google's Principal negotiation instructor; he has overseen the training of 11,000 people at the company.

The Getting More model challenges the conventional wisdom of power, leverage, logic, threats, walking out and win-win, all based on research that is now 40 years old. The new model says that finding, understanding and valuing the pictures in the heads of the other parties creates four times as much value – twice as many deals and each deal averages twice as much. That's because if you understand their perceptions and emotions, you have a better starting point. If you value those perceptions they are more likely to agree.

The Getting More training provides the equivalent in 2-3 days by teaching participants a conscious structure that can be used immediately and replicated daily. Indeed, a wallet card of the four quadrant, 20-step process is given to participants; many carry it faithfully for years.

Prof. Diamond has had much experience in transition regions. He helped prepare the Prime Minister and 28 ministers of Latvia take over the first popularly-elected government since the Russian Revolution. He assisted scientists from throughout the Former Soviet Union in marketing their technology in the West. He assisted Yuzmash, the Ukrainian enterprise that built most of the Soviet Union's ICBM's, in securing \$100+ million in financing for a commercial satellite venture with Boeing. He gave significant advice to the military there about using their technology for civilian efforts.



- Basis for most sought-after course at top-rated Wharton School of Business over 20 years.
- Negotiation model used by Google to train employees worldwide. 11,000 trained; \$6 billion in extra revenues. Each \$100 spent on training=\$360,000 in additional revenues.
- Negotiation model used by U.S. Special Operations Command to train military elite: SEALs, Special Forces, Marines, etc., to promote stability and save lives worldwide. 5000+ trained.
- Getting More, with 1.2+ million copies sold, is (a) #1 selected book to read for one's career by Wall Street Journal career site; (b) one of 15 books on the elite reading list of the Special Ops commander; (c) world's largest selling book on negotiation since 2011 publication.
- Challenges conventional wisdom as obsolete, irrelevant, destructive: power, leverage, logic, rationality, win win, walking out, threats, invoking competition (BATNA), based on 40 year old research.
- Provides a new model of human interaction based on perceptions, emotions and pictures in heads of other party, while insisting on fairness. Creates 4 times as much value: twice as many deals and twice as much on average for each deal.

- Adds value by collecting far more information on the other party's perceptions, emotions, standards, sensibilities, intangibles, vision, fears and cultural affinities – and using it to craft better and longer-term deals. Knowing the pictures in their heads gives a better starting point for negotiation. Valuing those pictures causes others to be more open to persuasion.
- Growing rapidly in adoption by technology firms, entrepreneurs, investment banks, healthcare facilities, consumers, and parents in their children in dozens of countries.

## Faculty



**Stuart Diamond** is one of the world's leading negotiation experts. He is Google's Principal Negotiation Instructor and his collaborative model has been chosen by Special Ops for negotiating in a new era of military engagement. He provided the process that solved the 2008 Hollywood Writers Strike, has consulted to corporate and government leaders in more than 50 countries, taught more than 30,000 people including managers from more than 220 of the Fortune 500 companies, and addressed cultural issues from countries as diverse as China, Kuwait, Colombia, South Africa, Germany and Russia. A Professor at Wharton Business School and Penn Law School, he holds a law degree from Harvard, an M.B.A. from Wharton and in a previous career was a journalist at The New York Times, where he was on a team that won the Pulitzer Prize. He has worked on Wall Street and headed businesses in high technology, medical services, air cargo and an array of other ventures requiring daily persuasion. He now heads a team of world-class negotiation trainers and strategists at Getting More, Inc. [www.gettingmore.com](http://www.gettingmore.com)

## Testimonials

- "Best class ever at Google - it should be required for all sales people. I will use all of my newly-realized tools for the rest of my life." Patrick Grandinetti, Senior Manager, Google.
- "Best investment of the year...Whether you're a professional negotiator or executive assistant." Rhys Dekle, Director, Microsoft Games Division (X-Box, Etc.)
- "The best training we have ever received on this or any subject; the benefits were immediate and tangible." Jon Sobel, Senior VP and General Counsel, Yahoo!
- "I'm one of Stuart Diamond's biggest fans – he taught me more than anyone that I can recall." Rob McIntosh, Procurement Director, Dell.
- "Invaluable in helping me achieve my goals, whether on the field, in the office, or at home with my 5 children." Anthony Noto, Chief Financial Officer, National Football League.
- "For women, empowering and enabling." Umber Ahmad, Vice President, Goldman Sachs.
- "The most important class I've ever taken." Shanan Bentley, Senior Vice President, Risk Management, Citigroup.

## Who should attend?

This Program is intended for all level of professionals and individuals. We appreciate if organizations bring their entire teams involved in negotiations.

## **Fees**

PKR 85,000/- per head

Fee includes SECP Registration, Course Material, Certificate, Lunch, Refreshments & Business Networking.

## **Discounts**

10% for 2 or more participants

15% for 5 or more participants

25% for IBA Alumni and IBA-ISB Executive Alumni

25% for 10+ participants

Large group discounts also available (Up to 100 seats available for a group).

## **About CEE**

The Center for Executive Education (CEE) aims at helping organizations gain a competitive advantage by developing their most important resource - their people. It is a nucleus for activities designed to enhance organizational effectiveness through training and developing professionals in various disciplines and equipping them with the tools and knowledge to improve their managerial skills. The programs offered are designed to strengthen the participants' leadership skills with a focus on personal development, productivity improvement and strategic thinking. The Center specializes in executive education and management development activities through open-enrollment courses, client-specific customized programs and consultancy.

Programs at CEE are designed for senior executives and high-potential managers. Intensive one-day to several day courses focused on a particular area of interest, are offered. Our portfolio of Non-Degree, Executive Education and Management Programs provide business professionals with a targeted and flexible means to advance their career development goals and position their organizations for future growth.





**IBA CEE** Center for Executive Education  
Institute of Business Administration

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