SORBONNE UNIVERSITY ABU DHABI | CONTINUING EDUCATION CENTER

Programme

THE ART OF NEGOTIATING: STEP BY STEP TO SUCCESSFUL OUTCOMES

2025

overview

Have you ever left a negotiation thinking, “If only I had approached it differently, we could have reached an even better deal — and strengthened the relationship at the same time”?
This executive training is designed to help professionals gain clarity, confidence, and practical skills to perform at their best in a wide range of workplace negotiation situations — from leading teams and projects to closing deals and navigating complex stakeholder relationships. We believe that negotiation is not just a professional skill, but a life skill that shapes both business performance and how you lead, connect, and persuade beyond the workplace, navigating life’s many conversations and challenges.

This programme aims to provide participants with a long-lasting, impactful, and thus effective learning experience in negotiation through an interactive, engaging, and coherent hybrid teaching approach. On the one hand, we involve interactive virtual reality (VR) negotiation experiences. On the other hand, we foster peer learning through formal presentations, self-assessments, role-plays, reflection and feedback, hands-on exercises, and videos to showcase common scenarios that illustrate the underlying conceptual framework.

This interactive and dynamic training is designed to equip participants with the essential tools and frameworks to master the art of negotiation. The session will enhance your awareness of negotiation processes, provide a robust analytical framework to understand and structure your approach, and deliver practical strategies to improve outcomes. You will gain insights into breaking down negotiations into manageable components using the renowned 7 Elements of Negotiation: Communication, Relationship, Interests, Options, Legitimacy, Alternatives, and Commitment.

Drawing on the principles of Value Negotiation from Horacio Falcão’s book and the timeless insights from Roger Fisher and William Ury’s Getting to Yes, this training integrates theory with practical application. By the end of the session, you will not only understand how to prepare for negotiations but also how to adapt and respond effectively in real-time scenarios.

This highly engaging course is tailored to participants’ specific needs, ensuring relevance and immediate applicability to their professional challenges. Get ready for an intellectually stimulating and hands-on learning experience that will leave you better prepared to navigate and succeed in any negotiation setting.

Main *topics*

1 Understanding the Negotiation Framework

Introduction to a structured approach to negotiation, exploring different mindsets and strategies, becoming aware of personal assumptions and negotiation habits, and avoiding common mistakes and unproductive patterns.

2 Communicating Effectively

Preparing strategically to approach negotiations with clarity and direction, structuring conversations to guide negotiations toward productive outcomes, using clear and purposeful communication, and applying tools to lead with confidence.

3 Strengthening Relationships

Building and maintaining trust while negotiating, navigating difficult interactions constructively, and laying the foundation for long-term, value-based collaboration.

4 Exploring Underlying Interests

Understanding what truly drives decisions in negotiations, moving beyond surface-level positions to uncover deeper needs, finding areas of shared value and opportunity, and identifying approaches to balance and resolve competing interests.

5 Generating Options for Mutual Benefit

Using creativity to develop strong, practical solutions, exploring multiple possibilities to meet diverse priorities, and overcoming roadblocks to keep negotiations moving forward.

6 Building Credibility and Legitimacy

Using objective criteria to ensure fairness while negotiating, drawing on data and benchmarks to support constructive options, and responding professionally to challenging demands and power moves.

7 Securing Strong and Sustainable Agreements

Knowing when to commit — and when and how to walk away, defining clear and practical commitments, and ensuring agreements are supported and implemented both internally and externally.

Structure & Content

Days 1-4

Academic director	Dr. Anja Merz (Freedom-Space-Negotiation)
Potential course trainers	Dr. Anja Merz
Training venue	On-campus and / or at an external venue.
Location	Sorbonne University Abu Dhabi
Dates	20 - 23 April 2026 15 - 18 September 2026
Duration	Every day from 9.00 am - 4.00 pm (including breaks)
Learning format	• Components: Expert-led sessions, interactive role plays, peer learning, and immersive VR simulations • Assessment: Reflection exercises and active participation in simulations and role plays • Certification: Certificate of Completion issued by Sorbonne University Abu Dhabi

The Executive Education Programme on "**The Art of Negotiating: Step by Step to Successful Outcomes**" is delivered over four consecutive days, combining conceptual learning, role plays, interactive exercises, peer learning, and immersive VR simulations. Each day builds progressively, strengthening participants' skills and confidence.

MAIN COURSE MODULES

Day 1: Understanding the Negotiation Framework

- Introduction to a structured approach to negotiation
- Exploring different negotiation mindsets and strategies
- Becoming aware of personal assumptions and negotiation habits
- Recognising and avoiding common mistakes and unproductive patterns
- *Includes two role plays and several exercises*

Day 2: Communicating Effectively and Building Relationships during Negotiations

- Preparing strategically to approach negotiations with clarity and direction
- Structuring conversations to guide negotiations toward productive outcomes
- Using clear and purposeful communication to move discussions forward
- Building and maintaining trust over time
- Navigating difficult interactions constructively
- *Includes extended role play and several exercises*

Day 3: Interests, Options, and Legitimacy in Negotiations

- Understanding what truly drives decisions in negotiations
- Moving beyond surface-level positions to uncover deeper needs and interests
- Using creativity to develop strong, practical options and solutions
- Establishing credibility and fairness using objective criteria, data, and benchmarks
- Responding professionally to difficult demands
- *Includes extended role play and several exercises*

Day 4: From Commitment to VR - Action: Immersive Negotiation Practice

- Knowing when to commit — and when and how to walk away
- Crafting clear and practical agreements
- Ensuring agreements are supported internally and externally
- Bringing it all together: Negotiation Workshop with immersive VR
- Experiencing multiple immersive VR negotiation sessions
- *Debriefing and reflection after each immersive VR session*

Skills & Outcomes

Upon completion, participants will be able to:

- Understand and analyse negotiation situations using a structured framework.
- Prepare effectively and approach negotiations with clarity and confidence.
- Communicate strategically to guide conversations toward productive outcomes.
- Build and maintain trusting relationships even in challenging contexts.
- Identify underlying interests and balance competing priorities to create value.
- Generate creative, practical solutions that meet diverse needs.
- Establish credibility and fairness through objective criteria and data.
- Know when to commit - and when and how to walk away from the table.
- Secure sustainable agreements supported both internally and externally.

Prospective students

This programme is designed for professionals who regularly lead or engage in strategic negotiations and decision-making processes. It is particularly relevant for:

Senior Leaders and Executives

- Corporate executives and C-suite leaders
- Directors and senior managers driving organisational strategy
- Government officials and policymakers involved in high-stakes negotiations

Functional and Organisational Leaders

- Business managers responsible for complex initiatives or partnerships
- Human resources and talent development leaders focused on conflict resolution and organisational alignment

Advisors and Specialists

- Legal professionals and lawyers managing contracts and agreements
- External consultants advising on organisational or cross-sector negotiations

Entrepreneurs and Business Owners

- Founders and business owners looking to grow and sustain their ventures through strategic negotiation

Admission prospects

Prospective Participants

- This programme is designed for ambitious professionals and leaders with at least three years of experience in roles where negotiation plays a central part. It offers a unique opportunity to learn directly from an experienced negotiation trainer, combining conceptual depth with practical application — including immersive VR simulations to practice skills in realistic settings.
- Participants will benefit from a high-level learning experience that blends theory with hands-on practice, helping them strengthen their impact and expand their professional network.

We welcome applications from:

- Executives, senior managers, and government officials involved in strategic initiatives and high-stakes negotiations.
- Managers and decision-makers responsible for teams, partnerships, and organisational alignment.
- Legal professionals, entrepreneurs, and consultants seeking to improve negotiation outcomes in complex settings.

Application Procedure:

- To ensure a diverse and dynamic class, please submit your completed application form as early as possible, ideally six weeks before the programme start date.
- The Admissions Committee will review applications and inform candidates of the outcome promptly. If you are unsure which programme best fits your objectives or need more information, please contact us for guidance.
- As places are limited and offered on a rolling basis, early application is strongly encouraged.

Language Requirement:

As the programme is taught in English, participants should be comfortable exchanging complex ideas and engaging in international discussions.

Tuition Fees

AED 15,000 (approximately US$ 4,088)

To learn more
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https://www.sorbonne.ae/executive-education/

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**Terms and Conditions apply*

Why Sorbonne University Abu Dhabi ?

In today's fast-paced and globalised economies, knowledge and languages both serve an important role in creating progressive and vibrant societies. The French education system is known for its high level of rigorous critical thinking and debating skills, which play a significant role in developing future pioneers and leaders.

Sorbonne University Abu Dhabi is a globally recognised education institution that serves as a bridge between civilisations by offering a multicultural environment, which promotes and develops a strong culture of tolerance, curiosity, harmony and cultural awareness for today's modern economy. Students have access to internationally acclaimed faculty, world-class facilities and internationally certified degrees, which places them firmly on the right path in preparation for a successful career.

This degree is awarded by Université Paris Cité and officially accredited by the UAE Commission for Academic Accreditation (www.caa.ae).

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September 2025

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