

Student/ Business exchange

NEGOTIATION FESTIVAL 2021

Improve your negotiation performance. Learn to understand negotiation processes and improve your role as effective negotiator. Become aware of your own personal negotiation style and the styles of your team members in a challenging, action-oriented, international environment. Understand the differences between distributive (“win-lose”) and integrative (“win-win”) negotiations.

Strengthen your tool kit. Acquire new negotiation tools, improve your behavioral skillset. Develop an attitude for maximizing value and minimizing resistance in sustainable negotiations.

Develop alliance negotiation skills. Develop hands-on 21st century skills. Test your negotiation skills with HR-managers. Examine the role alliances play in international business. Learn to understand the process of business partner selection. Discover compatibility between partners. Build alliance and negotiation skills in the perspective of international sustainable growth. Become aware of organizational and relationship dynamics. Gather understanding of the dynamics affecting alliance team’s behavior. Collaborate internationally for sustainable and social impact.

The challenge. Negotiate with recruitment managers in a job interview simulation. Select potential business partners within a team.

Who are participating? Students and managers from universities and businesses in the Netherlands, Germany and Sweden.

What you will be doing? You will develop, execute, and evaluate negotiation strategies related to international business. All activities will be conducted digitally (see program).

Registration and Zoom-code.

You will receive a Zoom-code via this registration QR-link:



Questions? Mail Frans Stel: f.g.stel@utwente.nl



NEGOTIATION FESTIVAL

Friday 23 April - virtual program

- 9:30 – 9:40 Introduction Rogier de Jong: technicalities and registration (10" **P**)
- 9:40 – 10:00 Key note: Frans Stel "global negotiations, research results & lessons learned" (20" **P**)
- 10:00 - 10:05 Coffee Break (5")
- 10:05 – 10:40 Cross-cultural negotiation experiences: testimonials & discussion (35" **P**) of
- a. Michiel de Hair (open innovation hub manager Fujifilm) and Matthias Hausman (manager chemistry & environment CEWE)
 - b. Q&A discussion
- 10:40 - 10:45 Coffee Break (5")
- 10:45 – 11:15 Team formation - Job interview preparations in break-out rooms (30" **B**)
- 11:15 – 11:55 Job interview exercises in break-out rooms with real HRM-managers (40" **B**)
- 11:55 – 12:00 Coffee Break (5")
- 12:00 – 12:30 Do's & don'ts: plenary feedback on job interviews of HRM-managers (30" **P**)
- 12:30– 13:00 Lunch break (30")
- 13:00 – 14:00 The alliance game (I): negotiating with foreign business partners (60")
- a. start (10" **P**)
 - b. strategy formulation: what is the ideal partner (15" **B**)
 - c. speed dating with the foreign partners (35" **B**)
- 14:00 - 14:05 Coffee / Tea Break (5")
- 14:05 – 15:05 The alliance game (II): negotiating with foreign business partners (60")
- a. speed dating – remaining questions if needed in breakout rooms (10" **B**)
 - b. prepare alliance scans in breakout rooms (10" **B**)
 - c. partner choice pitching & explain alliance scans (30" **P**)
 - d. reporting results on internet (10" **P**)
- 15:05 - 15:15 Coffee / Tea Break (10")
- 15:15 – 16:00 Closing remarks:
- a. decision making (15" **P**)
 - b. what determines success & failure in a partnership (15" **P**)
 - c. lessons learned - eye openers (15" **P**)

B = in breakout rooms; **P** = plenary meeting