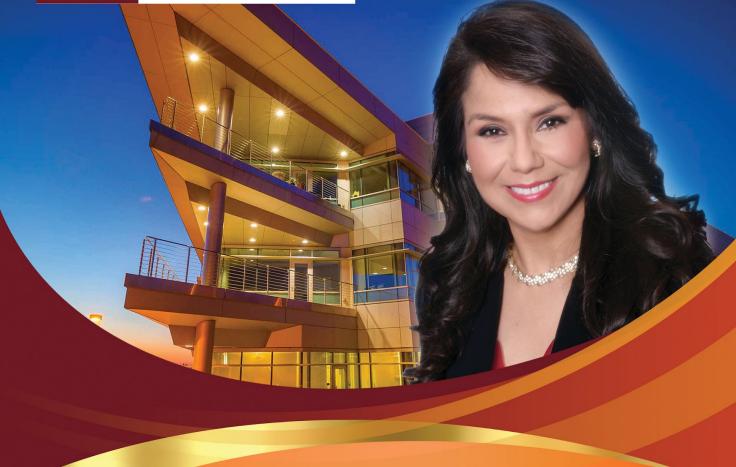


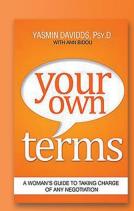


WOMEN'S NEGOTIATION AND LEADERSHIP PROGRAM

Presents



LEAD WITH CONFIDENCE. NEGOTIATE WITH EASE. BUILD COMMUNITY.



Dr. Yasmin Davidds, Psy D, M.C.C. Best Selling Author and Negotiation Expert

DO YOU ASK FOR WHAT YOU WANT OR ARE YOU WAITING TO BE OFFERED THE OPPORUNITY THAT WILL ADVANCE YOUR CAREER? IT'S TIME TO TAKE CHARGE.

The Women's Negotiation and Leadership Program empowers women with skills, strategies and techniques to negotiate and lead effectively. The program is comprised of three curated courses which earn the participant an accredited certificate from the University of California San Diego, Rady School of Management. Emphasis placed on the acquisition of essential negotiating and leadership skills for women. Participants will discover how to use their natural strengths and gain confidence to enhance their roles within their organizations.

Everything is negotiation. The more women understand negotiation strategies and are able to use them effectively by leveraging their strengths, the more successful they are at navigating their companies' internal networks, improving executive presence and identifying personal barriers standing in the way of greater professional impact.

Why a Gender-Based Negotiation and Leadership Program?

Negotiation and Leadership tends to be more challenging for women because double standards persist. For any woman, becoming a self-assured, successful leader and negotiator starts with learning how to navigate gender differences, while staying true to their values. Through insights into the psychology of negotiation, stories that demonstrate winning strategies in action, exercises, and a variety of methods, our Women's Negotiation and Leadership Program helps woman tap into their own negotiating power to create win-win outcomes.

Take Your Career to the Next Level

Whether you are looking to expand your negotiation and leadership skills or to advance your career to the next level, the program will provide you with the tools needed to discover your unique negotiation and leadership style. Graduates are able to quickly apply developed abilities, positively impact performance and their organizations bottom line results and enhance relationships with clients, colleagues and stakeholders.

Build a Community with Women Across Professional Industries

Come together and share leadership and negotiation experiences with professional women in a learning environment that has direct relevance and personal impact. The Women's Negotiation and Leadership 3-course program over three months is designed to create a collaborative environment for women. It addresses negotiation and leadership issues that affect all professional women, in a forum that hones in on the unique challenges women encounter. It creates a network of today's women professionals, empowering them to take hold of their careers and aim for the top.

Build a community with motivated, goal-oriented professional women helping one another surpass both personal and organizational growth objectives. Join our kickoff networking reception held the first night of the program.

REGISTER ONLINE TODAY!

www.womensinstituteofnegotiation.com
Visit our website for program schedule.

Location

Different locations nationwide.

Who should attend?

The program is designed for professional women within the corporate, public sector and non-profit environments.

Tuition & Tuition Reimbursement

Tuition is **\$1,600** per course. The program is eligible for company Tuition Reimbursement. Speak to your HR department for details on eligibility.

Dr. Yasmin Davidds empowers us with more than negotiation tools. She gives women a platform to own their talents, skills and culture resulting in re-discovering our strengths and owning our power in both our personal and professional lives.

Carla Castilla Salazar, U.S House of Representatives



WOMEN'S NEGOTIATION AND LEADERSHIP CERTIFICATE PROGRAM - CURRICULUM

COURSE 1:

NEGOTIATING WITH POWER AND GRACE

 Day 1
 Breakfast
 Lunch

 8:30 AM - 5:00 PM
 8:30 AM - 9:00 AM
 12:30 PM - 1:30 PM

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MODULE 1: LEARNING TO EMPOWER YOURSELF

Learning to empower yourself includes taking responsibility for the way people perceive your value. Your behavior reflects how you value yourself and tells people how they can treat you. This module teaches participants the areas in life where negotiation skills come in handy for women, and it offers strategies to gaining a more empowered outlook to negotiate much more successfully.

MODULE 2: UNDERSTANDING THE DOUBLE STANDARDS IN NEGOTIATION

It's crucial to understand how differently men and women respond during a negotiation since it's often different from what we might do or expect. Participants will learn how to recognize, understand, and leverage gender style differences so they're better able to identify their leadership purpose.

MODULE 3: WOMEN SABOTAGING THEIR NEGOTIATING POWER

Even accomplished, successful professional women often doubt themselves, which leads to self-sabotaging in subtle ways, and backing away from opportunities without knowing why. This module addresses ways that women deny their power and influence, consciously or unconsciously, with suggestions to change that dynamic and increase confidence.

 Day 2
 Breakfast
 Lunch

 8:30 AM - 5:00 PM
 8:30 AM - 9:00 AM
 12:30 PM - 1:30 PM



MODULE 4: FINDING YOUR NEGOTIATION STYLE

There are five main negotiating styles: The Avoider; The Accommodator; The Compromiser; The Competitive; The Collaborator. Each woman decides which one feels most comfortable to her in each negotiating situation.

MODULE 5: UNDERSTANDING THE 4 STAGES OF NEGOTIATION

Four stages should be followed to negotiate successfully. This module will walk participants through each stage and provide specific tools to teach others how to implement the strategies.

MODULE 6: FAIL-PROOF PERSUASION TACTICS

There are different tactics that women can use to add more persuasion or emotional appeal to negotiating a win-win. This module provides students with strategies for positively influencing the negotiation.

COURSE 2:

NEGOTIATING WITH DIFFICULT PEOPLE

 Day 3
 Breakfast
 Lunch

 8:30 AM - 5:00 PM
 8:30 AM - 9:00 AM
 12:30 PM - 1:30 PM



MODULE 7: OFFENSIVE MANEUVERS OF THE NEGOTIATION GAME AND HOW TO COUNTER THEM

Offensive maneuvers are part of nearly every negotiation. Women who negotiate tend not to be aware of tactics that are used on them. And for every tactic there's a counter-tactic, or defense. Students will learn the 25 most used tactics.

MODULE 8: POWER MOVES FOR HANDLING DIFFICULT PEOPLE

Negotiators run the risk of encountering people, who for any number of reasons are difficult negotiators. Their behavior may be intentional—the result of a clear strategic, behavioral, or philosophical choice by the other party. This module shows students the Power Moves designed to bring negotiators back to the table.

MODULE 9: CREATING AN EQUAL COMMUNICATION PLAYING FIELD

Communication skills have been shown to be very different for men and women. For example, women focus on the relationship; men on content. An imbalance can exist when negotiating with a man. To handle this, there are specific methods that may be used to create an equal negotiation environment.

Day 4	Breakfast	Lunch
8:30 AM - 5:00 PM	8:30 AM - 9:00 AM	12:30 PM - 1:30 PM



MODULE 10: PASSIVE AGGRESSIVE MOVES TO WATCH OUT FOR

There are passive aggressive negotiation moves that sooner or later will be used against you to lower your expectations and diminish your negotiating power. Students will learn how to identify these moves and counter them before they have a negative impact.

MODULE 11: GENDER INTELLIGENCE

Understand why gender intelligence, like any other kind of intelligence, is important to negotiation. It explains why women and men should learn from the other, and why both sexes should be valued in the boardroom. This module teaches Participants how to utilize gender-balancing leadership tools.

COURSE 3:

NEGOTIATING FOR LEADERSHIP SUCCESS

Day 5 8:30 AM - 5:00 PM Breakfast 8:30 AM - 9:00 AM

12:30 PM - 1:30 PM

1:30 PM

Lunch



MODULE 12: VALUE PROPOSITION

Understand your personal value proposition for any business scenario whilst identifying value for all parties. The Value proposition technique will garnish a collaborative win-win outcome. This module teaches participants the art of creating and identifying value for all parties involved.

MODULE 13: HOW, WHEN AND WHY TO MAKE CONCESSIONS

Making concessions advantageously during negotiation is a real art. However, it is also a science, and there are rules that will up your game. In this module, participants will look at the art of conceding from four vantage points.

Day 6	Breakfast	Lunch
9-20 AM E-00 DM	MA 00.0 MA 05.9	12:20 DM



MODULE 14: BACKWARDS MAPPING TO REACH YOUR OBJECTIVE

Whether you negotiate for something large or small, you'll face sequencing choices, such as how to determine whom to speak to first and then next. This module will teach students that sometimes the rules of thumb such as "negotiate internally, then externally" are unreliable guides and will detail a more effective approach of mapping a negotiation backwards.

MODULE 15: SALARY NEGOTIATIONS

Negotiating compensation; Negotiating title and salary level that will garner peer respect and status; Demonstrating how perks like location, stock options, and flexible hours will benefit the company; Negotiating needed resources up front, not after the offer is accepted; Negotiating a future career path and a (hopefully unnecessary) parting package.

Negotiation Role Plays

It's true: we learn by doing and feedback is the breakfast of champions. So your fastest route to sharpening your negotiation skills is through practice. The best practice you can get is a hands-on role play simulated negotiation. Lessons go deeper into your skin and rapidly translate into behavior change. You can expect to:

- Get in touch with your current areas of strength and future growth opportunity.
- Navigate the added complexities of preparing and negotiating as a team.
- Hone your negotiation tools, strategies, processes or tactics.
- · Take risks and make mistakes in a safe environment.

Customize This Program

Could your organization benefit from a custom-designed application of this program? The Women's Negotiation and Leadership Program is customized to the unique needs of your organization. Contact us for more information.

WOMEN'S NEGOTIATION AND LEADERSHIP PROGRAM









For more information

visit www.womensinstituteofnegotiation.com
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or by email at erika@yasmindavidds.com