



Mastering Negotiation Strategies

featuring George Lucas

Course I – Living your BEST life with better Negotiations

- Chapter 1: Negotiations: Challenge or Opportunity?
- Chapter 2: Negotiations are a Process; Rarely an Event
- Chapter 3: When do Agreements NOT come from Negotiations?"
- Chapter 4: Negotiaphobia: The Fear and the Treatment
- Chapter 5: Remedy #1 for Negotiaphobia: ENGAGE
- Chapter 6: Remedy #2 for Negotiaphobia: ASSESS
- Chapter 7: Remedy #3 for Negotiaphobia: STRATEGIZE
- Chapter 8: The E-A-S-Y One Minute Drill –Your Cure for Negotiaphobia

Course II – The Anatomy of Negotiations

- Chapter 1: The Nature of All Negotiation Strategies
- Chapter 2: Compromise as a Tactic: Limitations and Fit
- Chapter 3: Your Introduction to the One Minute Negotiator Strategy Matrix
- Chapter 4: Avoidance: How & When to Avoid
- Chapter 5: The Accommodation Trap
- Chapter 6: Finding and Using Leverage in Negotiations
- Chapter 7: Winning when Things Get Competitive
- Chapter 8: The Win-Win Combination: Collaboration

Course III: - Winning vs. Whining: Win-Lose Competitive Negotiation Tactics

- Chapter 1: Knowing When Competition is the Right Move
- Chapter 2: Posturing: Recognize & React
- Chapter 3: Rules of Engagement: Deploying a Competitive Strategy
- Chapter 4: Preparation: The Secret to Winning Before the Battle
- Chapter 5: Playing Offense & Defense When Competing
- Chapter 6: Offensive Competitive Tactics
- Chapter 7: Defensive Tactics to Protect Your Ground
- Chapter 8: The Powerful Stipulation Tactic
- Chapter 9: Anticipate, Recognize & Respond
- Chapter 10: More Defensive Tools for Your Toolbox

Course IV: - Mastering Collaboration

- Chapter 1: It's All About Needs
- Chapter 2: You Can't Collaborate with Everyone
- Chapter 3: More of Your two Ears less of Your one Mouth
- Chapter 4: Great Questions Drive Great Results
- Chapter 5: The Art and Science of Needs Discovery
- Chapter 6: Meeting Structure Drives the Discovery Outcomes
- Chapter 7: Moving from Needs Discovery into Solutions
- Chapter 8: Collaboration is not a Destination; It's a Journey!