



MODULE 1: COLLABORATIVE COMMUNICATION

The entire class takes part in a simulation, which addresses advanced skills around collaborative communication. The most successful negotiators understand that it is always more effective and persuasive to ask a well-placed question that leads the other party to a concept or solution, rather than to make the suggestion direct themselves. This simulation allows participants to learn how to avoid silver bullet questions and drive conversations and relationships through genuine curiosity.

MODULE 2: MAKING TRADES

While there are no one-size-fits-all approaches to negotiation, understanding the use of trading and Mutual Equal Simultaneous Offers (MESO) is critical for any advanced negotiator. Within this module, we introduce several critical concepts around making trades in order to guide the exchange of your high-value priorities for the other side's low value, and vice versa; allow for a more efficient negotiation process; ensure participants are able to claim more value from their negotiations; and finally, signal to the other party a higher level of flexibility and willingness to accommodate. All of this is introduced through the use of a two-party roleplay that forces participants to approach negotiations differently, try new strategies and tools, and ultimately walk away better prepared to make offers and trade for maximum value.

MODULE 3: CONFLICT RESOLUTION & DEALING WITH DIFFICULT CONVERSATIONS

Even the most skilled medical professionals can, at times, have trouble negotiating with and influencing others because of countless reasons from personality clashes to conflicting priorities. In these cases, SNI provides two tools. First, the Thomas-Kilmann Instrument provides an understanding of your own conflict resolution style and that of others. It teaches participants how "concern for other people" and "concern for task/results" are not mutually exclusive, and methods for collaborating to reach optimal solutions. Second, SNI's conflict resolution model, N.I.C.E., helps to provide a process for working through challenging situations.

- *Neutralize your Emotions:* All too often we focus on how irrational the other side might be and we forget that we control our own emotions... if we don't we make mistakes and behave irrationally.
- *Identify the Type:* When we feel that the other side is being "difficult" we must understand why they are acting this way. Getting to the driving motivation will allow participants to create a plan of action.
- *Control the Encounter:* Once we understand why the other side is being difficult, then we can develop a strategy to balance the power and control our encounters.
- *End Without Escalating:* By working through options one can provide a sense of power to the other side and ultimately reach a solution that is at least satisfactory for both parties.

MODULE 4: COMPLEX NEGOTIATIONS

Participants will engage in two-party roleplay where they must effectively prepare for a complex negotiation, and then execute on the challenging balance between maximizing their objectives and collaborating with the other side to ensure a mutually satisfactory outcome. Along the way, and based on the experience, participants will test out and develop their communication, negotiation, and critical thinking skills. Finally, participants are introduced to the Thomas-Kilmann Instrument, to guide them in the future making decisions around when to share information and when to keep it close the vest, in other words, when to compete and when to collaborate.