

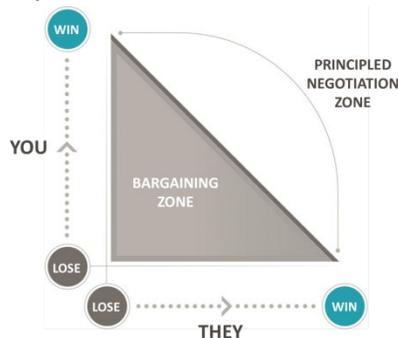
Getting to Yes: Influencing for Optimal Results



In today's work environment, employees need to influence and collaborate with others over whom they have no formal authority. These collaborations may take place with employees, peers, and leaders at every level within their organization, as well as with others outside of their organization, including customers, suppliers, or those with whom a mutually satisfying agreement is needed. Strong collaborating and influencing skills are needed to ensure that managers have the ability to handle difficult issues and situations in a way that creates mutually satisfying agreements.

Getting to Yes (GTY) helps managers become better influencers and, ultimately, negotiators. It is based on the concept of Principled Negotiation, a method that offers managers an efficient process for reaching optimal business agreements that are satisfying to both parties while strengthening professional relationships.

Pareto's Optimal Curve



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Program Outcomes

GTY gives managers a proven approach for turning face-to-face confrontation into side-by-side problem-solving. This established program enables individuals to create mutually satisfying agreements that lead to optimal results for both parties. It also provides a variety of tools that can improve relationships between collaborating parties.

Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, GTY includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

Participant Readiness prepares participants and managers for the overall learning experience:

- Pre-workshop communication and assignment

Learning Transfer design embeds practice and use of new skills. The learning can be flexibly delivered as a:

- Two-day face-to-face, application-oriented workshop (one-day option also available)
- Modular workshop, delivered over nonconsecutive days to allow application between sessions

The face-to-face workshop can be taught by a Wilson Learning facilitator or by an organization's own leader-trained in-house professional.

Organizational Alignment ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities available for both the manager and participant

As a result, participants will continue to apply the skills and tools learned long after the learning event is completed.

Modules: Key Learnings Are . . .

Principled Negotiation

How to achieve mutually satisfying, optimal agreements through an efficient process that strengthens relationships

Align People

How to set a positive climate for negotiations; how to separate the people from the problem to prevent people issues from getting in the way of a successful negotiation

Explore Issues

How to focus on uncovering information needed to create compelling solutions

Reach Agreement

How to ensure that a negotiation either ends in a mutually satisfying agreement or in an alternative to a negotiated agreement that meets the principled negotiator's most critical needs

Difficult Situations (only in two-day workshop)

How to deal with difficult issues and "dirty tricks" used by others during negotiations in order to get the process back on the right track

Your Managers Will Be Able To . . .

Create agreements that are mutually satisfying to both parties; develop a hard approach to problems and a soft approach toward people

Use a *Stakeholder Map* to identify key stakeholders and determine negotiation objectives; set a positive tone and avoid interpersonal tension by *Stepping to Their Side*

Focus on interests, not positions, by *Identifying Interests*, *Generating Options*, and *Determining Independent Standards* during the negotiation process

Identify their *best alternatives to a negotiated agreement* (BATNA) and explore how to make offers in a way that maximizes that they will say "yes"

Deal with difficult situations in order to keep negotiations going on a constructive and proactive track; use strategies such as: Go to the Balcony, Reframe, Use a Positive No, Apply Principled Negotiation

Continued

Enabling Improved Performance

Getting to Yes (GTY) includes various performance application, reinforcement, and support tools, such as application exercises, planners, electronic reinforcement tools, performance checklists, etc. These tools ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving managers early on and training them to coach for Principled Negotiation is critical to successful program implementation.

Evaluation

Organizations that implement GTY have access to specially developed measurement and evaluation tools. GTY customers receive a Negotiation Strategizer that helps managers integrate Principled Negotiation and collaboration skills into everyday negotiations and track the actual impact of their efforts. Some organizations review the planning tool and results regularly at management meetings. This has the benefit of keeping the GTY approach in the foreground and reinforcing its use.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

Strategic Partner



Dr. William Ury has partnered with Wilson Learning for many years on this program and *Negotiating to Yes*, focused on sales negotiations. Dr. Ury is a cofounder and Distinguished Senior Fellow of Harvard's

Program on Negotiation. He is coauthor of *Getting to Yes: Negotiating Agreement Without Giving In*, a 15-million-copy bestseller available in more than 35 languages, and author of the award-winning *Getting Past No: Negotiating in Difficult Situations*. The negotiation techniques in these books serve as the foundation for Wilson Learning's *Getting to Yes* and *Negotiating to Yes* offerings.

This offering, like all others from Wilson Learning, can be customized to reflect your environment and business priorities and can be integrated with your processes.

This program is also available in a version designed for sales professionals: *Negotiating to Yes*.