

# N-CONFERENCE 2020 SUMMARY



SCHRANNER  
NEGOTIATION  
INSTITUTE

THE INTERNATIONAL NEGOTIATION AUTHORITY



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## EXECUTIVE SUMMARY

The annual N-Conference, dedicated to knowledge exchange and networking around cutting edge negotiation theory and practice, opens its doors each year to a roster of high-profile speakers and panelists.

Inspiring global audiences at venues around the world for over a decade, attendees are engaged in a unique experience with workshops, forums, and dedicated speaker sessions.

We are joined by experts from different fields including Salewski, Kornblum, Dierickx, Kohlrieser, Noesner, Petraeus, Rasmussen, Ashton and Cambria, to share their experiences.

This year, the global pandemic forced our annual N-Conference to be redesigned and we created a brand new concept. This year, our N-Conference had a combination of virtual sessions and on-site events, which encouraged a large global audience to participate.

During our N-Conference week, we looked at complex negotiations of the United Nations, the conduct of negotiations with US partners and the new rules of "Frontline Negotiations". The week concluded with our "Follow the Sun" virtual session with statements from negotiation experts from all over the world.

## NEGOTIATION INSIGHTS N-CONFERENCE

CONTRACTS RE-NEGOTIATED  
March – October 2020

 **43%**

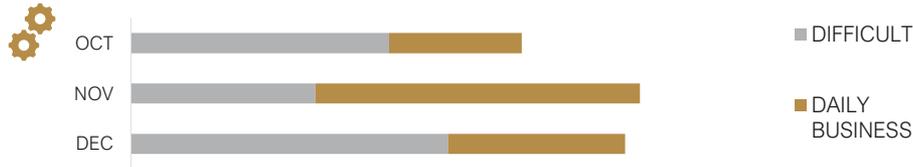
SUCCESSFUL PRICE NEGOTIATIONS  
March – October 2020

 **78%**

BACK TO NEW NORMAL PREDICTIONS

 **SEP 2021**

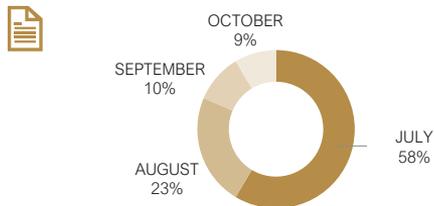
PREDICTED DIFFICULT NEGOTIATIONS FOR Q4



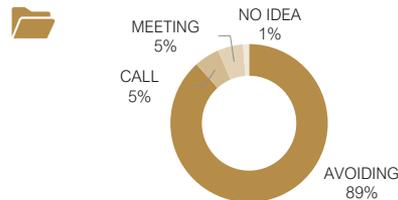
CONTRACTS TO NEGOTIATE BY END OF 2020

 **92%** **8%**  
VIRTUAL ON-SITE

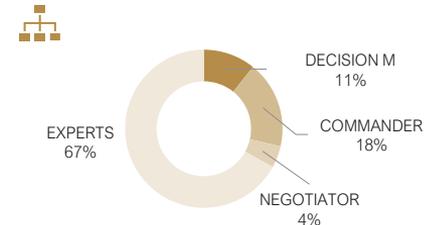
CONTRACTS RE-NEGOTIATED



STARTING NEGOTIATIONS



STAKEHOLDER RELATIONSHIPS





# N-CONFERENCE

VIRTUAL AND ON-SITE SESSIONS

## UN NEGOTIATIONS

Our opening session featured Matthias Schraner, CEO of the Schraner Negotiation Institute, Prof. Dr. Kasia Jagodzinska, Negotiation Business Consultant and Prof. Dr. Christoph Stückelberger, President Globethics.net Foundation Geneva. We discussed negotiations at the United Nations and stakeholder management.

Key highlights include:

- Each party has different interests and there is a multitude of political factors that may affect the negotiation
- The challenge is how to understand the cultural characteristics – flavoured by intercultural differences
- The rules and structures implemented may vary
- The Schraner Concept has a clear strategy and a clear target. With the UN there are different strategies and targets
- When preparing for a negotiation, sit in the chair of the other party to understand their logic, needs, arguments, fears and constraints
- Be human and do not play a power game
- Have an awareness about how social and mass media can effect a negotiation
- Decisions should be reason based and not emotional based
- Do not identify the person with the problem: rein the task and relationship
- Emotional vs rational approach: it is not possible to be both at the same time – go on the emotional balcony when you need to manage your emotions

## NEGOTIATING WITH US PARTNERS

In this thought-provoking session, Matthias Schraner interviewed Zabeen Mirza, Director USA based in our NYC office and Andrew Kohlrieser, Legislative Assistant at U.S. House of Representatives on negotiating with US partners and how they can separate behaviours and people. Here's the key takeaways:

Expectations of US Partners:

- Quickness
- Small talk to create trust, but avoid discussing politics, religion or children
- Quality
- Reliability
- High speed and consistent correspondence - Correspondence to be responded to within 24 hours to show seriousness
- Delivery is expected exactly how it is stated in the contract
- Pride – expect that you will have the same level of pride in your work as them
- Coordination not collaboration

Now is a great time to break into the US market. Here's how:

- Referrals, reputation and regulate – Industry associations are a great tool to get referrals to any US client that might be interested
- Resources and connections, are respected. The Chamber of Commerce can use affiliate groups to support access into the US market
- Referrals will build trust

## US ELECTION

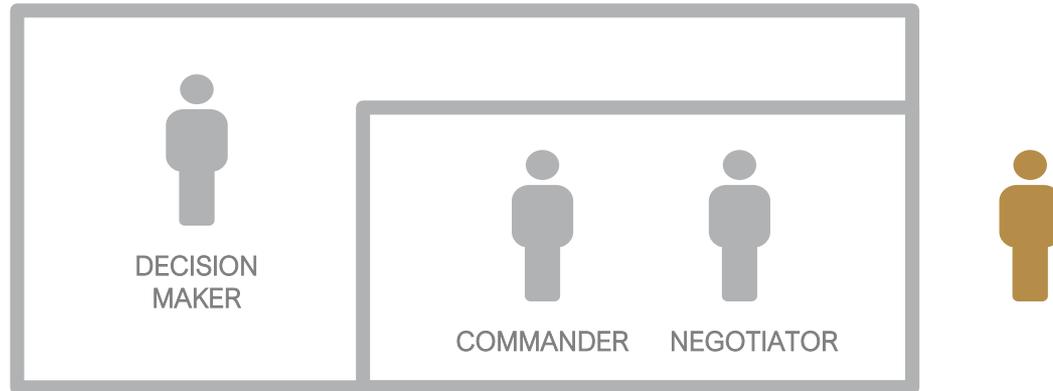
During this session we explored the recent US debate and the similarities to negotiating with Andrew Kohlieser, Zabeen Mirza and Beth Fitzgerald, Columbia University. The main difference is that the target in a debate is not to reach an agreement.

When presenting yourself in a debate ..

- Prepare and consider your audience
- Practice active listening – The recent US debate lacked this
- Prepare counter arguments or demands
- Keep your emotions under control. Respond and not react
- Focus on the future not the past by using phrases such as ‘what we can do moving forward’
- Adhere to the format, honour the rules of the session and do not criticize your negotiation partner themselves but the ideas
- Obtain as much information from your counterpart so that you are able to provide a counter argument
- Have a certain degree of empathy
- Have accurate facts and real information

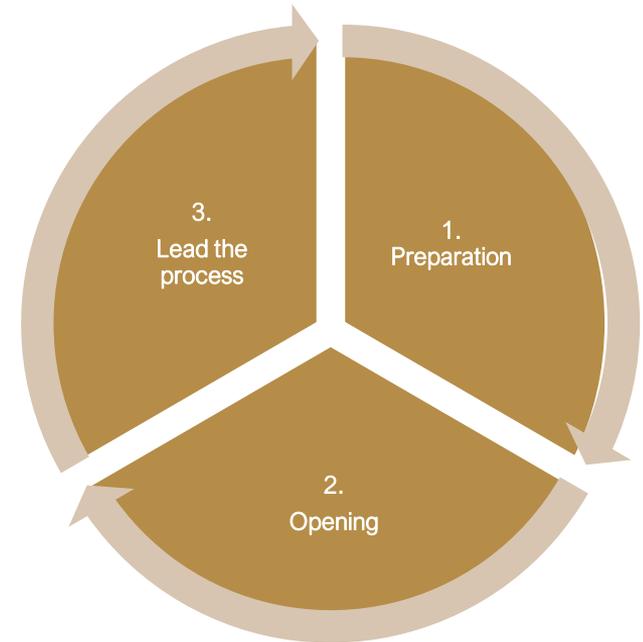
## FRONTLINE NEGOTIATIONS

Negotiation team at the frontline:



### Key Messages

1. Focus on tactical preparation
2. Lead the process & agree on “next steps”
3. Set up an agenda & maintain the driver seat
4. Be proactive and make the first offer
5. Avoid single-issue discussions
6. Use a positive language
7. Focus on the “window of opportunity”



## ACADEMY DAY

### HAVARD CONCEPT

A NEGOTIATION where both parties want to reach an agreement, have options and are win-win-oriented

Preparation:  
Analysis of the other side

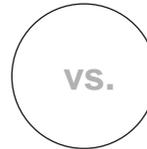
Focus on interests  
(Why?)

Win-Win

Geared towards US

Rational

Based on theory



### SCHRANNER CONCEPT



Difficult negotiations

Preparation:  
No analysis of the other side

Negotiation playbook  
(never ask "why?")

Win

Internationally applicable

Rational and emotional

Based on practice

## N-CONFERENCE DAY

During this session we heard top tips from negotiation expert “The Legend” Jack Cambria, former NYPD. His tips for negotiations include:

- Identify the problem, develop a rapport, establish trust and credibility, and close the deal
- The importance of your tone of voice – You will be judged on how you present and not what you present
- Use the 3 E’s of a negotiation:
  - ETHICS – be honest and forthright
  - EGO – Lower your own ego and emotions. When emotional levels are high, rational levels are low
  - EMPATHY – Use active listening skills (80% Listening) and emotional labelling – Check out the MOREPIES acumen
- Use the word ‘we’ to form a bond and a partnership with your counterpart
- Give yourself time to research and prepare all the facts for a negotiation in advance to give yourself an opportunity to discuss any contradicting information with your negotiation partner
- There are 3 responses to stress – The 3 F’s:
  - FIGHT
  - FLIGHT
  - FREEZE

All options are unproductive – FACE your stress and confront it. Tone is critical of how you present this information
- No resolution is better than the wrong resolution

# HONG KONG



## FOLLOW THE SUN

HONG KONG – SHANGHAI

We opened our “Follow the Sun” session with Jay Yang, VP of Global Battery Material, BASF and Simon Lacey, former VP for Trad Facilitation and Market Access for Huawei.

Negotiation highlights include:

- Establish your value-added product or service
- Find a common ground with your negotiation partner
- Be adaptable to the crisis that we are currently in
- Long term relationships are vital, and trust is more important than a contract
- Preparation is still the most important factor for determining the success and failure of a negotiation
- Adversity breeds strength and new ways of thinking about existing problems. We have all had to embrace new ways of doing things during this crisis and we should remain open to new approaches moving forward
- Think big, but think a little smaller about how we achieve big goals

DUBAI



## FOLLOW THE SUN

DUBAI – During a discussion with Sam Achmpong, Regional Director, Chartered Institute of Procurement and Supply we talked about culture and business transactions in the Middle East.

Key findings included:

- Culture is so important in the Middle East
- Relationships need to be established before a business negotiation is initiated
- Expect barter and be asked for what they want rather than what they need
- The decision-making process will take at least 3 – 6 months, and once a decision has been made deliverables are expected immediately
- Irrational behavior and demands are not accepted
- A decision will not be made on a first meeting

# ZURICH



## FOLLOW THE SUN

ZURICH – Our CEO Matthias Schranner interviewed Balz Roth, Business Angel and Investor.

Top negotiation tips:

- Be prepared, and don't play aggressive during a negotiation
- Pragmatic and considerate behaviour will go a long way in the European market
- Trust with your partners is more important than the technology
- Start ups, need to have a plan. A plan which includes options for market adaptation
- Founders of companies should not negotiate. They will often make mistakes because they are emotionally involved and make emotional based decisions

# FRANKFURT



## FOLLOW THE SUN

### FRANKFURT

During our penultimate discussion we hear from Matthias Lichtblau, Global Marketing Manager, CMS on negotiations in Germany.

Highlights and key findings include:

- The German culture is fact driven. Prepare for your negotiation with facts
- Quality driven
- Show empathy to all stakeholders
- Be future ready. Purpose, sustainability, inclusion, and diversity are becoming extremely more important and consumers, suppliers and vendors will make a decision based on this
- If facts do not exist, then work with your communications team on your negotiation narrative

# NEW YORK CITY



## FOLLOW THE SUN

### NEW YORK CITY

We concluded our “Follow the sun” session with an interview with Zabeen Mirza, Managing Director USA, based in New York City. Her key tips include:

- Make small talk to stabilize the negotiation but never talk religion, politics, children and keep to a maximum of 3-4 minutes
- Humanize your partners. Send that birthday message, or news articles that they might be interested in
- US partners have an enormous amount of pride
- Contracts are always pre drawn up, and once agreed you are expected to deliver
- Flexibility and culture is important
- US partners like to make a deal quickly, be ready to deliver what you have promised and agreed on

# THE SCHRANNER NEGOTIATION INSTITUTE



The SCHRANNER NEGOTIATION INSTITUTE is  
**the largest and most influential global think tank in negotiations**

## OUR CLIENTS:



# THE SCHRANNER NEGOTIATION INSTITUTE

## OUR MISSION



**CLIENT COMMITMENT:** We develop sustainable negotiation results that make a positive difference in our clients' lives.

**QUALITY:** We provide outstanding products and unsurpassed service that, together, deliver premium value to our clients. We are fast and available 24/7, worldwide.

**INTEGRITY:** We uphold the highest standards of integrity in all of our actions.

**TEAMWORK:** We work together, across boundaries to help your company win.

**RESPECT FOR PEOPLE:** We value our people, encourage their development and reward their performance.

**A WILL TO WIN:** We exhibit a strong will to win in negotiations, always fair and respectful.

**PERSONAL ACCOUNTABILITY:** We are personally accountable for delivering on our commitments.

**EXPERTS:** Our network is unique on the international stage and pays close attention to inter-cultural differences.

# WELCOME

## FROM CEO AND FOUNDER OF THE SCHRANNER NEGOTIATION INSTITUTE

### MATTHIAS SCHRANNER

Negotiation expert Matthias Schraner was originally trained by the police and the FBI as a lead negotiator for high-stakes situations. For the past 15 years, he and his team at the Schraner Negotiation Institute have been advising clients including the UN, global corporations and political parties in difficult negotiations.

He teaches the executive seminar series Negotiations on the Edge and is the author of books such as The Negotiator, Negotiations on the Edge, Costly Mistakes, and The Schraner Concept® as well as numerous articles and other publications.

Matthias Schraner advises business and government leaders in over 40 countries, including the US, China, Russia and Japan. His proprietary Schraner Concept® is used by numerous Fortune 500 companies worldwide to succeed in difficult negotiations.

Matthias Schraner serves as adjunct Professor for negotiations at the St. Gallen University in Switzerland and is the president of SNI LLC New York.





## POSITIONED INTERNATIONALLY

OUR OFFICES IN ZURICH, NEW YORK CITY, HONG KONG AND DUBAI OFFER OPTIMUM SUPPORT TO OUR CLIENTS WORLDWIDE



THE INTERNATIONAL NEGOTIATION AUTHORITY

# FOR MORE INFORMATION: THE PROGRAM



SCHRANNER  
NEGOTIATION  
INSTITUTE  
PROGRAM 2020

THE PROGRAM FOR DIFFICULT NEGOTIATIONS

SCHRANNER  
NEGOTIATION  
INSTITUTE  
THE INTERNATIONAL NEGOTIATION AUTHORITY

Extension program for professional Negotiators

**KEY CHARACTERISTICS**

- 12 months duration
- 100% online
- 100% English
- 100% flexible
- 100% practical

**DESCRIPTION**

The Extension program for professional Negotiators is a 12-month online program designed for experienced negotiators who want to enhance their skills and knowledge. The program covers a wide range of topics, including negotiation theory, practice, and ethics. It is delivered through a combination of self-paced learning and live interactive sessions.

**QUALIFIED NEGOTIATOR PLUS**  
is an online module that helps you direct the focus on the application of practice and on a stable discourse from the client's point of view.

CONFERENCES AND WORKSHOPS

**EMERGED LEADERS**  
NEGOTIATIONS FOR FAMILIES

**WINTER CAMP**  
INTENSIVE TRAINING ON THE EDGE

**DO IT MYSELF**  
OUR WORKSHOP FOR FEMALE LEADERS

**JUNE 16, 2020 | NEW YORK CITY**  
OCTOBER 10, 2020 | DUBAI  
OCTOBER 20, 2020 | DUBAI  
OCTOBER 20, 2020 | JERUSALEM

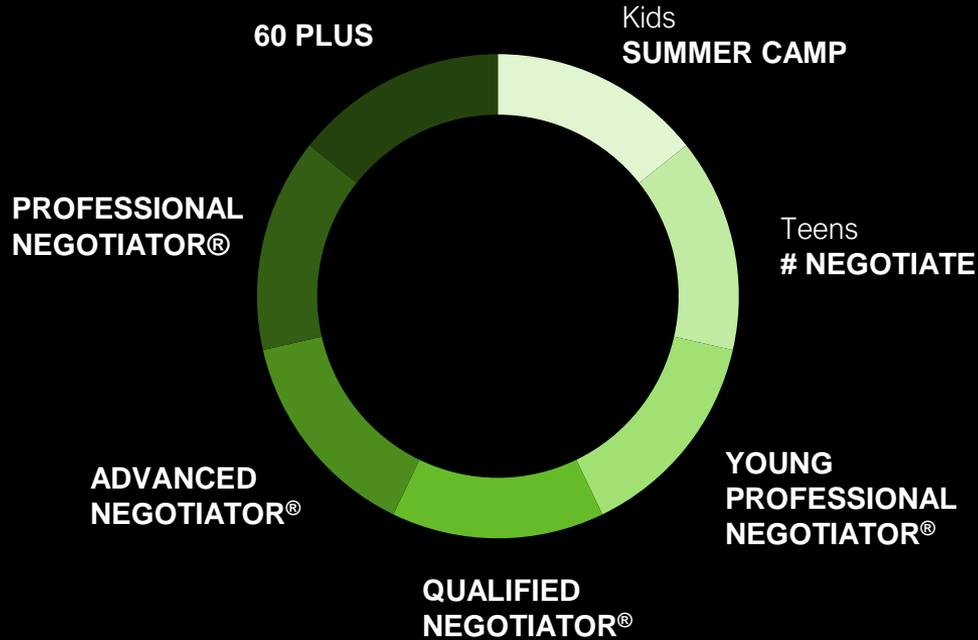
**FEBRUARY 14 & 15, 2021 | ST. MORITZ**

SCHRANNER  
NEGOTIATION  
INSTITUTE  
PROGRAM 2021

THE PROGRAM FOR DIFFICULT NEGOTIATIONS

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NEGOTIATION  
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THE INTERNATIONAL NEGOTIATION AUTHORITY

# PROGRAM



**SALES**



**PROCUREMENT**



**LABOR UNION**



## CONFERENCES 2021



SHANGHAI | MARCH 21st 2021



ZURICH | OCTOBER 04 – 09th 2021



NEW YORK CITY | NOVEMBER 12th 2021



DUBAI | NOVEMBER 23<sup>rd</sup> 2021

# CONTACT US



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