

I DO  
IT MY  
WAY



SCHRANNER  
NEGOTIATION  
INSTITUTE

THE INTERNATIONAL NEGOTIATION AUTHORITY

SUCCESSFUL  
NEGOTIATIONS

THE WORKSHOP  
FOR WOMEN

# I DO IT MY WAY

THE CONFERENCE FOR WOMEN

"I DO IT MY WAY" is more than "just" a workshop!

A community has emerged that exchanges ideas and discusses the negotiation process for women controversially and constructively.

In October 2022 we will dive deeper into an exciting topic, the correct handling of the most difficult negotiations.

You can undoubtedly succeed at 95% of your negotiations if those are prepared for and handled professionally. We have, however, developed clear strategies and tactics for the remaining 5% - negotiations with irrational partners and under pressure.

It is not a matter of general recipes; you should not imitate anything or anyone. We want to inspire you again to go your own way in negotiations!

We look forward to seeing you!

MATTHIAS SCHRANNER





## How to negotiate with irrational partners and under pressure?

"Have you ever wondered how the other person can approach you with an outrageous and irrational demand?"

As a former police negotiator, I learned early on how to bypass irrational and thus unrealistic demands. It is vital to maintain your negotiating position and not play your opponent's game.

I would like to share my best experiences and show you how you can always stick to your demands and yet lead the negotiation to a successful outcome.

We will work on the essential strategies together and you will master some of the tactics that can be applied in crises and under pressure.

I look forward to meeting you at one of our Women Workshops!"

MATTHIAS SCHRANNER

# I DO IT MY WAY

THE CONFERENCE FOR WOMEN

## BREAKING THROUGH BOUNDARIES AND NEGOTIATING NEW WORLDS

The Workshop inspires and empowers women to go their own way in a negotiation rather than adopt male behavior.

The workshop is designed for female leaders and those who are aspired to negotiate their way to greatness.

Women from all walks of life and industries come together to learn, network, and blaze trails into the future.

Here, the future is female, and those females have a seat and a voice at every negotiation table!



I DO  
IT MY  
WAY



## MARKET LEADER IN NEGOTIATION

We asked our participants, what exactly do you value at this workshop?

“It’s not a woman’s network that fight against men and for the quote.”

---

“The exchange with so many interesting personalities.”

“It is simply a conference for women who have to deal with difficult negotiations in business.”

---

“It is the protected space, where one feels comfortable.”

“No men who look at you sympathetically when asking a question.”

---

“There is no press that takes pictures or video shots.”

# I DO IT MY WAY

THE CONFERENCE FOR WOMEN



## PURE ENERGY. 100% FEMALE POWER





## FIVE STAR NETWORKING

In addition to the learned content, the exchange amongst the participants is the great benefit of this workshop. We have selected the most beautiful hotels, so that this exchange can take place in a pleasant atmosphere.





## GLAMOROUS AMBIENCE

The “get together” after the workshops provides the perfect framework for exchange, reflection and for further discussion.





# I DO IT MY WAY

THE CONFERENCE FOR WOMEN



## WOMEN WORKSHOPS 2022

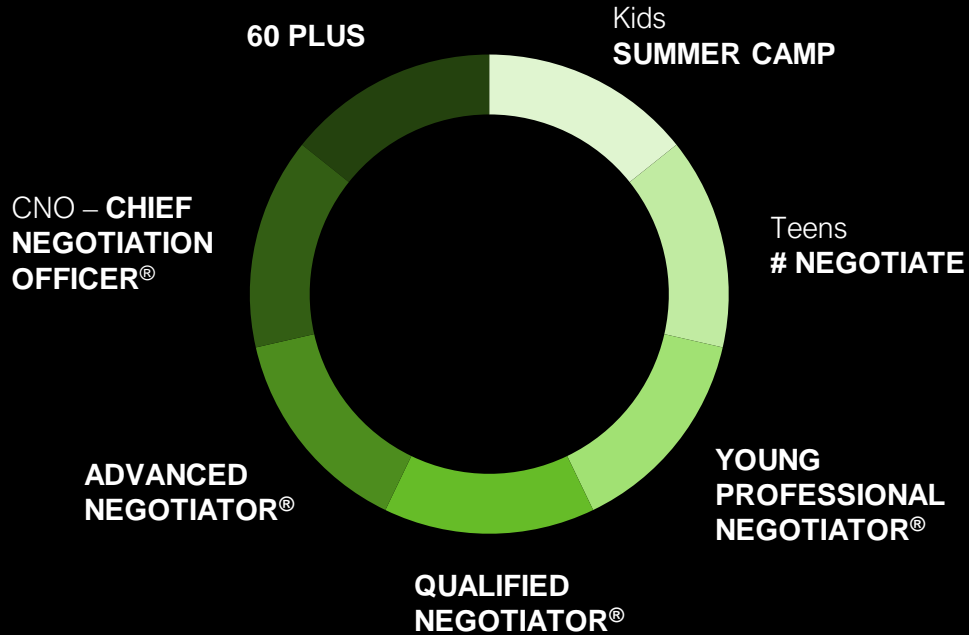


MUNICH | OCTOBER 14, 2022 / 980 EUR



ZURICH | OCTOBER 21, 2022 / 980 CHF

# PROGRAM



„Learn anywhere at any time  
– at your own pace“

# FACTS AND FIGURES

## OVERVIEW OF TARGET GROUP



**95**  
NATIONALITIES  
JOINING  
OUR WORKSHOPS  
EACH YEAR

**50**  
INDUSTRY LEADERS  
AND EXPERTS  
ON OUR FACULTY

**7,000**  
PARTICIPANTS  
GLOBALLY PER YEAR

**5**  
CERTIFICATION  
PROGRAMS

**750**  
CORPORATIONS AND FORTUNE 500  
AROUND THE WORLD FOLLOWING  
OUR APPROACH

**7**  
GLOBAL  
LANGUAGES

**7,000**  
CLUB  
MEMBERS

Average age: 39 years

Professional experience: 15 years

Management experience: 10 years

# CONTACT US



SCHRANNER  
NEGOTIATION  
INSTITUTE

THE INTERNATIONAL NEGOTIATION AUTHORITY

## Schranner AG

Negotiation Institute  
Limmatstrasse 260  
CH-8005 Zurich  
Phone +41 44 515 46 16

## Schranner Negotiation Ltd.

20/F, Leighton Centre,  
77 Leighton Rd,  
Causeway Bay, Hong Kong  
Phone +852 3957 4065

## Schranner Negotiation LLC

500 7th Avenue, 12th Fl  
New York, NY 10018  
Phone +1 (646) 907 9017

## Schranner Negotiation Consultancy

Emaar Boulevard Plaza, Tower 2  
Dubai – UAE  
Phone +971 55 872 5565

[info@schranner.com](mailto:info@schranner.com)  
[www.schranner.com](http://www.schranner.com)

The contents listed in this concept are the intellectual property of SCHRANNER NEGOTIATION INSTITUTE and are subject to applicable copyright laws.  
The transfer of these concepts or parts thereof to third parties is only permitted with the express written permission of SCHRANNER NEGOTIATION INSTITUTE.