



N



CONFERENCE
NEW YORK | 2022

„THE 5 %“

You lead efficiently in 95% of your negotiations?

The Negotiation Conference 2022 focuses on the remaining 5%.

Your counterpart confronts you with unrealistic demands and does not advocate any cooperation, offer concessions, or seem eager to attain an agreement! You start being emotionally involved in a negotiation process and, therefore, are prompt to make mistakes.

Together with our experts from the FBI, police, UN, business, and sports, we have developed new strategies and tactics for you to succeed in difficult negotiations and under pressure.

Join our global negotiation community!

I look forward to seeing you at the Negotiation Conference 2022!

MATTHIAS SCHRANNER

[Watch my story](#)



N
CONFERENCE
NEW YORK | 2022



Friday, November 11, 2022

08.30 Welcome Coffee

09.00 Welcome
Anna Cajot

09.15 Keynote Speech: "The 5 %"
Matthias Schraner

10.15 Q&A Session
Matthias Schraner

10.45 Networking

11.15 Keynote Speech
Scott Tillema

12.00 Panel Discussion
Matthias Schraner - Scott Tillema

12.30 LUNCH

13.30 Welcome back
Anna Cajot

13.45 Keynote Speech: "Mindset"
Beth Fisher-Yoshida

14.45 Break out Sessions
Matthias Schraner - Scott Tillema

15.30 Networking

16.00 Panel Discussion
Matthias Schraner – David Petraeus

17.00 Summary
Anna Cajot

16.15 Networking Apero

18:00 Farewell

„The 5 %” – Finding solutions in difficult negotiations



What strategy should you use when a negotiation becomes difficult? Avoid a conflict, build up pressure or offer cooperation?



There are ten winning tactics you need to know to lead negotiations to success.



Internal stakeholders are the most unpredictable factor in difficult negotiations. As a leader, you must know how to manage external and internal negotiations.



Some managers become more vulnerable under pressure, others more vigorous. How can you make even better use of your team's strengths?



For the difficult “5%”, set up a negotiation task force.



Based on what information should you make decisions and determine your actions under pressure?



THE INTERNATIONAL NEGOTIATION AUTHORITY

CONTACT US

Schranner AG

Negotiation Institute

Limmatstrasse 260

CH-8005 Zurich

Phone +41 44 515 46 16

Anna Cajot

anna.cajot@schranner.com

info@schranner.com

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.