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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 in Zurich!

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

MATTHIAS SCHRANNER

[Watch my story](#)





Friday, November 11, 2022

08.30 Welcome Coffee

09.00 Welcome
Anna Cajot

09.15 Keynote Speech: "The 5 %"
Matthias Schraner

10.00 Panel Discussion
Matthias Schraner – David Petraeus

11.00 Networking

11.30 Keynote Speech
Scott Tillema

12.15 Panel Discussion
Matthias Schraner - Scott Tillema

12.45 LUNCH

13.45 Welcome back
Anna Cajot

13.45 Keynote Speech: "Mindset"
Beth Fisher-Yoshida

14.45 Panel Discussion
Matthias Schraner - Beth Fisher-Yoshida

15.30 Networking

16.00 Break out Sessions
Matthias Schraner - Scott Tillema

17.00 Summary
Anna Cajot

16.15 Networking Apero

18:00 Farewell



Defining «The 5 %»

Based on our research, experienced managers are able to handle 95% of negotiations.

All the strategies and tactics that are successful in the 95% will not work in the remaining 5%.

We define the 5 % as follow:

- Your counterpart confronts you with unrealistic demands and does not offer any cooperation.
- Your counterpart is playing for time, and you need a result.
- The opposing party tries to circumvent the internal hierarchy and escalates to top management.
- Negotiations above a certain level, such as a certain sales volume or profit margin.
- Negotiations making headlines that could cause damage to the company.



KEYNOTE SPEAKERS



DAVID PETRAEUS

Former Director of the CIA and the chairman of the KKR Global Institute.



MATTHIAS SCHRANNER

Global Negotiation Expert, advisor for business and government leaders in over 40 countries.



BETH FISHER-YOSHIDA

Program Director, Negotiation and Conflict Resolution, Vice Chair of Faculty at Columbia School of Professional Studies.



SCOTT TILEMA

Lieutenant Chicago police department, Police Hostage Negotiator, Negotiator SWAT team

„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?



On-site experience

Venue:
Apella
450 East 29th Street New York, NY
2nd Floor





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