



## **Ag & Commercial - Negotiating Agreement Without Giving In**

The registration fee is \$1,100 (3 days). Includes: course materials, lunches, morning muffins and coffee break refreshments.

### **Location and Date:**

Regina – SaskCentral – 2055 Albert Street

March 31<sup>st</sup>, April 1<sup>st</sup> and 2<sup>nd</sup>, 2020

Sessions begin at 8:30 a.m. and run until 4:30 p.m. daily

### **Who Should Attend:**

The course is applicable to all Agricultural lenders and Commercial lenders.

### **Course Description:**

Agriculture and Commercial lenders negotiate every day with members, lawyers, co-workers and business associates. Through the use of lectures, case simulations, discussion and individual coaching, this intensive workshop provides participants with a strategic framework for negotiating while also enhancing their ability to maximize joint gains and neutralize hard bargaining tactics.

At the 3-day case study driven seminar your lenders will learn how to get results in negotiations. The skills lenders will learn at the workshop are based on the theory of Principled Negotiation. Principled Negotiation is set out in the best-selling book, *Getting to Yes*, written by Harvard Professor Roger Fisher, William Ury, and Bruce Patton.

Principled Negotiations advocates four fundamental principles of negotiation: 1) separate the people from the problem; 2) focus on interests, not positions; 3) invent options for mutual gain; and 4) insist on objective criteria.

### **Topics Include:**

- Don't bargain over Position – Know "The Deal"
- Separate the people from the problem
- Focus on Interests, not positions
- Invent Options for Mutual Gain
- Insist on using Objective Criteria
- Developing Your BATNA – Best Alternative to a Negotiated Agreement
- Using Negotiating Justice
- Taming the Hard Bargainer
- Dealing with Difficult People
- Tactics for Lenders
- Power and Context



## **Facilitator: Brad Magnusson**

This course has been developed and will be facilitated by Brad Magnusson. Brad is a founding partner of the Winnipeg based firm, Magnusson Consulting Group. Brad works with many Saskatchewan and Manitoba credit unions to improve lending procedures and efficiencies. His firm provides global agricultural analysis and market intelligence to a variety of clients.