



Negotiation Skills for the Petroleum Industry

16 – 20 August 2027
Madrid (Spain)



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Introduction:

In this Negotiation Skills course, participants will learn the art of creating value, resolving conflicts, managing emotions in negotiations, and personalizing the experience to the dynamics of the petroleum industry. By gaining a deeper understanding of what the petroleum industry entails and the critical negotiation skills involved, they will be ready to apply principles of negotiation skills to their professional endeavors.

Participants will delve into the nuances of negotiating across cultures and navigating complex multi-party scenarios. This Negotiation Skills training will prepare them to tackle negotiation challenges and achieve more favorable outcomes in their professional interactions. They will enhance their negotiation prowess and build valuable, lasting relationships, amplifying the importance of negotiation skills in the energy sector.

In the Negotiation Skills course, real-life negotiation skills case studies from the petroleum industry will be employed, highlighting the advantages of negotiation skills for petroleum professionals. The lessons will culminate in understanding the role and impact of exceptional negotiation skills within the specialized context of the petroleum industry.

Targeted Groups:

- Business professionals.
- Administrative Managers and Assistants
- Sales and marketing professionals.
- Managers and team leaders.
- Human resources professionals.
- Entrepreneurs and startup founders.
- International relations and diplomacy experts.

Course Objectives:

At the end of this Negotiation Skills course, the participants will be able to:

- Develop comprehensive negotiation skills tailored to the petroleum industry.
- Understand the principles of value creation and claiming within the context of the energy sector.
- Navigate difficult negotiation situations and conflict resolution with poise.
- Utilize emotional intelligence in negotiations to foster positive outcomes.
- Cultivate effective relationship-building in negotiations pertinent to petroleum industry training.
- Achieve cultural competence for diverse negotiation contexts, especially pertinent in the globalized petroleum industry.

- Acquire skills for multi-party negotiations and organizational challenges unique to the petroleum sector.

Targeted Competencies:

At the end of this Negotiation Skills training, participants competencies will:

- Negotiation Fundamentals.
- Creating Value vs. Claiming Value.
- Best Practices for Difficult Situations.
- Dealing Effectively with Emotions and Relationships.
- Negotiating Across Cultures.
- Multi-Party Negotiations and Organizational Challenges.

Course Content:

Unit 1: Negotiation Fundamentals:

- Introduction to Negotiation: Definition and Importance.
- Key Concepts: BATNA Best Alternative to a Negotiated Agreement, Reservation Point, ZOPA Zone of Possible Agreement.
- Types of Negotiation: Distributive vs. Integrative.
- The Negotiation Process: Preparation, Discussion, Clarification, Bargaining, and Closure.
- Simulated Negotiation Exercise.
- Review and Analysis of Negotiation Exercise.
- Analyzing Real-Life Negotiation Cases in the Petroleum Sector.

Unit 2: Creating Value vs. Claiming Value:

- Understanding Value Creation in Negotiation within the Petroleum Industry.
- Strategies for Maximizing Gains specific to petroleum industry negotiations.
- Collaborative vs. Competitive Approaches.
- Identifying Common Interests and Trade-offs in the Petroleum Context.
- Successful Negotiations in the Petroleum Industry with a Focus on Value Creation.
- Practical Applications of Value Creation in the Petroleum Sector.

Unit 3: Best Practices for Difficult Situations:

- Dealing with Difficult People in Negotiations Specific to the Petroleum Industry.
- Handling Aggressive and Uncooperative Parties in Energy Sector Negotiations.
- Strategies for Breaking Deadlocks with Real-life Case Studies in the Petroleum Industry.
- Managing Difficult Negotiation Scenarios in the Context of Petroleum Industry Training.
- Review and Analysis of Difficult Negotiation Exercises Relevant to the Energy Sector.

Unit 4: Dealing Effectively with Emotions and Relationships:

- Recognizing and Managing Emotional Triggers in Petroleum Industry Negotiations.
- Building Trust and Rapport in Negotiations within the Petroleum Industry.
- Empathetic Communication Skills for Petroleum Sector Professionals.
- Emotional Negotiation Scenarios in the Petroleum Industry.
- Review and Analysis of Emotional Negotiation Exercises Pertinent to the Energy Sector.

Unit 5: Negotiating Across Cultures:

- Understanding Cultural Differences in Negotiation Unique to the Petroleum Industry.
- Cross-Cultural Communication Styles within the Context of International Petroleum Trade.
- Avoiding Cultural Misunderstandings in Global Petroleum Negotiations.
- Successful Cross-Cultural Negotiations within the Petroleum Industry.
- Strategies for Cross-Cultural Negotiations Applicable to Petroleum Sector Professionals.
- Cross-Cultural Negotiation Plan for Energy Sector Negotiators.

Unit 6: Multi-Party Negotiations and Organizational Challenges:

- Multi-Party Negotiation Dynamics in the Context of the Petroleum Industry.
- Coalition Building and Alliances within Industry-Specific Negotiations.
- Organizational and Team Challenges in Negotiations Faced by Petroleum Professionals.
- Multi-Party Negotiation Exercise Customized for the Petroleum Industry.
- Review and Analysis of Multi-Party Negotiation Exercise focusing on the Energy Sector.
- Final Group Discussion and Q&A exploring Leadership negotiation skills in the Petroleum Industry.