



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Fundamentals of Principled Negotiations Online Program

Resolve Conflicts with Mutually Beneficial Results

**Five half-days starting April 28, 2021**



# Fundamentals of Principled Negotiations Online Program

Resolve Conflicts with Mutually Beneficial Results

## OVERVIEW

Principled Negotiation focuses on managing and resolving conflicts with mutually beneficial results. The Fundamentals of Principled Negotiations Online Program introduces participants to the process of Principled Negotiation, which can offer a better way of reaching good agreements. This process can be used in everyday bargaining situations and conflict management, may it be inside the organization, outside the company, or even in family and social gatherings.

The Fundamentals of Principled Negotiations Online Program is a custom workshop built upon the Principled Negotiation approach by the Program on Negotiation (PON) at Harvard University. The Program on Negotiation (PON) is a university consortium dedicated to developing the theory and practice of principled negotiation and dispute resolution. Founded in 1983 as a special research project at Harvard Law School, PON includes faculty, students, and staff from Harvard University, Massachusetts Institute of Technology and Tufts University.

## PROGRAM OBJECTIVES

By attending the program, participants will be able to:

- Develop a systematic framework to manage the negotiation process
- Be conscious of personal negotiating styles and preferences
- Define and understand interests of all parties
- Apply the principled approach to effectively deal with difficult negotiators
- Learn how create and maximize value
- Strengthen relationships by apportioning value fairly

## WHAT YOU WILL LEARN

- Principled Negotiation Framework
- Dealing with Difficult Negotiators
- Essential Preparations for Negotiation
- Multi-Party Multi-Issue Negotiations
- How to Play the Game Well

## KEY BENEFITS

The Principled Negotiation process can be used in essentially any type of conflict, and involves the following pillars:

- Separate the People from the Problem
- Focus on Interests not Positions
- Invent Options for Mutual Gain
- Insist on Using Objective Criteria
- Develop a Best Alternative

## WHO SHOULD ATTEND

The program is suitable for participants who will imbue and apply principled negotiation frameworks and techniques into everyday bargaining situations, both inside the organization (with colleagues, subordinates and superiors) and outside the company (with suppliers, distributors, partners, customers and stakeholders), and in family or social settings.

## PROGRAM SCHEDULE

April 28, 30, May 3, 5, 7, 2021  
8:30 AM to 12:00 PM (GMT+08) on all dates

## PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

## PROGRAM FEE

PHP 25,000.00 or USD 500.00  
\*USD 1 = PHP 50.00

## YOUR PROGRAM FACULTY



**Jose Adolfo M. Mariquit**

Adjunct Faculty  
Asian Institute of Management

To find out how you can participate, contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



## FOR INQUIRIES:

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## Your Program Faculty



**Jose Adolfo M. Mariquit**  
Adjunct Faculty  
Asian Institute of Management

Jam Mariquit has been working in the field of competitive intelligence (CI) for over 23 years, including three years in military intelligence. A pioneer of CI around the Asia Pacific region, he established the first CI knowledge process outsourcing (KPO) company in the Philippines in 2002 and has been involved in over a thousand intelligence projects worldwide. He has served global multinational companies by supplying them with critical market, industry, company, and competitive intelligence in support of business plans, expansion programs, market entry, mergers and acquisitions, and strategy development. He has worked in Hong Kong, Singapore, Jakarta, Boston, and New York. He has also trained over 10,000 Asian executives and managers in the art and science of CI. He is an expert in strategy, intelligence, scenarios, wargames, and business consulting.



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