

# Negotiation Excellence Program

*For Supplier Program Managers*

## Day One

Schedule and Timing	Description	Location
7:30 AM– 8:00 AM Pre-Program	<b>Breakfast provided</b> A hot breakfast buffet will be served beginning at 7:30 AM. Beverages will include coffee, juices, and water.	SCU Facilities
8:00 AM – 8:30 AM <b>Opening Comments:</b> Dennis Lanham & Client Leader/ Sponsor	<b>Introductions</b> <ul style="list-style-type: none"> <li>• Welcome and Introductions</li> <li>• Learning Agenda</li> <li>• How Having a Framework Has Helped</li> </ul>	SCU Facilities
8:30 AM- 10:00 AM <b>Facilitator:</b> Terri Griffith <i>Break: 10:00 – 10:15 AM</i>	<b>PART I: THE NEGOTIATION FRAMEWORK</b> <ul style="list-style-type: none"> <li>• Your most recent experiences</li> <li>• Basic negotiation (hiring a new employee): The language and framework for powerful negotiation. Teams of two.</li> <li>• Gathering data</li> </ul>	SCU Facilities
10:15 AM- 12:00 PM <b>Facilitator:</b> Naren Agrawal	<b>PART II: SUPPLY CHAIN CONTEXT</b> <ul style="list-style-type: none"> <li>• Hands on interactive simulation to understand the supply chain context within which negotiations occur</li> <li>• Identify typical supply chain challenges and operational levers</li> </ul>	University Library
Noon to 1:00 PM	<b>Lunch provided</b> No formal activities scheduled. Time to review emails and enjoy lunch conversations and networking with your colleagues	SCU Facilities
1:00 PM – 2:30 PM <b>Facilitator:</b> Naren Agrawal <i>Break: 2:30 – 2:45 PM</i>	<b>PART III: CHALLENGES IN IMPLEMENTING SC INITIATIVES</b> <ul style="list-style-type: none"> <li>• Root cause analysis in a real-world supply chain case study</li> <li>• Understanding stakeholder reaction</li> <li>• Responding to stakeholder concerns</li> <li>• <b>PRE-READ: BARILLA SpA - case study</b></li> </ul>	SCU Facilities
2:45 PM – 3:45 PM <b>Facilitator:</b> Client Leader/ Sponsor	<b>PART IV: NEW OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>• Learning from experience inside the company</li> </ul>	SCU Facilities
3:45 PM – 4:30 PM <b>Facilitator:</b> Terri Griffith	<b>PART V: WHAT'S NEXT?</b> <ul style="list-style-type: none"> <li>• What else do you need to know for your next deal?</li> <li>• Highlights for tomorrow</li> </ul>	SCU Facilities
4:45 PM - 7:00 PM	<b>WELCOME RECEPTION</b>	Adobe Lodge
Overnight	<b>• PRE-READ: Moms.com negotiation exercise</b>	

# Negotiation Excellence Program

*For Supplier Program Managers*

## Day Two

Schedule and Timing	Description	Location
7:30 AM– 8:00 AM Pre-Program	<b>Breakfast provided</b> A hot breakfast buffet will be served beginning at 7:30 AM. Beverages will include coffee, juices, and water.	SCU Facilities
8:00 AM- 10:00 AM <b>Facilitator:</b> SCU Executive Consultant <i>Break: 10:00 – 10:10 AM</i>	<b>PART VI:</b> <b>DIFFERENT CULTURES ARE (SOMETIMES) DIFFERENT</b> <ul style="list-style-type: none"> <li>• Dynamics: Power/Authority, Insider-Outsider, Flexibility vs. Structure</li> <li>• Trust-building and risk-taking across cultures</li> </ul>	SCU Facilities
10:10 AM-12:00 PM <b>Facilitator:</b> Jo-Ellen Pozner	<b>PART VII: GET IN THE ZONE</b> <ul style="list-style-type: none"> <li>• Your perspective – What's my BATNA and how to I make it better?</li> <li>• Is this worth it? Is there a zone of possible agreement?</li> </ul> Deep dive on your past negotiation. Where could you have done better? Teams of three.	SCU Facilities
12:00 PM - 1:00 PM	<b>Lunch provided</b> No formal activities scheduled. Time to review emails and enjoy lunch conversations and networking with your colleagues	SCU Facilities
1:00 PM – 3:30 PM <b>Facilitator:</b> Prof. Jo-Ellen Pozner <i>Break: 2:30 – 2:45 PM</i>	<b>PART VIII: NEGOTIATION DYNAMICS</b> <ul style="list-style-type: none"> <li>• Multi-issue negotiation exercise</li> <li>• First offers, post-settlement settlement, contingencies</li> <li>• Working with supplier pushback</li> <li>• </li> </ul>	SCU Facilities
3:30 PM – 4:15 PM <b>Facilitator:</b> Terri Griffith & Client Leader/ Sponsor	<b>PART IX: WHAT WILL YOU DO DIFFERENTLY TOMORROW?</b> <ul style="list-style-type: none"> <li>• Plan, execute, and evaluate (After Action Reviews – not Post Mortems)</li> <li>• Ways to continue professional negotiation development</li> <li>• Pictures &amp; acknowledgements</li> </ul>	SCU Facilities
4:15 PM – 4:45 PM <b>Facilitator:</b> Dennis Lanham & Client Leader/ Sponsor	<b>PART X: RECEIVE YOUR CERTIFICATES</b> <ul style="list-style-type: none"> <li>• Complete program assessment</li> <li>• Awarding of executive certificates</li> </ul>	SCU Facilities

Leavey School of Business  
Santa Clara University



SILICON VALLEY EXECUTIVE CENTER  
SANTA CLARA UNIVERSITY