



Academy Core Curriculum

1. Introduction

- a. Overcoming our natural reluctance to negotiate
- b. Overview of the 4 stages of negotiation
- c. Characteristics of successful negotiators
- d. How to master negotiation strategies super fast

2. Map Out: Stage on of Negotiation Process – How to Prepare

- a. What and how to prepare
- b. The numbers
- c. Stakeholders
- d. Leverage, fact points, and legitimacy
- e. The opening offer, the heart and soul of successful negotiating
- f. Having a Plan B
- g. The Agenda

4. Stage Two: Meet and Greet – Setting the Stage for Negotiating

- a. Warm up of the room, how and why
- b. Logistics
- c. Take the trust temperature
- d. Rules of Engagement
- e. Non-verbal communication
- f. Words to use, words to avoid
- g. How does mood play a role in successful negotiating

5. Give and Gets: Offers and Counteroffers

- a. Probe, the negotiator's secret weapon of massive success
- b. How to turn into a "yes" and how to say "no"
- c. Who opens first
- d. Creative trades
- e. Concession patterns
- f. The caucus

6. Seal the Deal – Coming to Agreement

- a. The debrief
- b. A follow-up protocol
- c. Setting goals
- d. Next steps
- e. Closure



Academy Offerings

	In-house workshop 18 people 2 days	Live virtual workshop with up to 20 people from your team	Open enrollment 3-8 people can attend any of the sessions all year	Open-Enrollment Video Training on- demand
Onboarding Interview	✓	✓	✓	
Live negotiation and communication training from world-class experts	✓	✓	✓	✓
Bonus one: Follow-up implementation discussion and exercises	✓	✓	✓	
Bonus two: Concierge coaching	✓	✓	✓	
Bonus Three: 24-hour turnaround access to an academy expert/instructor	✓	✓	✓	
Bonus Four: Closed Facebook group	✓	✓	✓	
Bonus Five: Quarterly live negotiation exercises	✓	✓	✓	
Bonus Six: Additional live and on-demand advanced classes	✓	✓	✓	✓
Bonus Seven: Materials	✓	✓	✓	
Pricing	\$18,500	\$12,960	\$1200/per person (3 minimum) \$1100.00 per person (4-5 attendees) \$990 per person (over 5)	\$495.00 per person

Open enrollment is offered three times a year. In-house session schedules are set by the instructor and manager. Terms and Conditions apply.



Academy Offerings Explained

Onboarding interview to understand each academy member's specific negotiation challenges and needs.

We do not deliver generic one size fits all masterclasses. We want to know what your pain point and challenges are. By the time you finish the academy, our goal is to ensure this will no longer be your challenge. That's our commitment to our members.

The participants will have an onboarding interview with one of our negotiation experts or complete an online survey. If you don't have any challenges at the moment, that's also fine. We want to understand your long-term goals as well.

Over ten hours of live negotiation training of the core curriculum from world-class negotiation experts.

Open enrollment: 5 sessions (each 90 minutes) offered four times a year. In-house schedule tailored to the group's needs.

This is the bedrock of the Castle-Win Academy. Throughout the program, the participants will gain all of the strategies and skills needed every time two or more people need to come to an agreement. The specific agenda of these sessions is below. These sessions are highly interactive, using a menu of modalities including simulations, quick exercises, breakout rooms, and film clips

We offer extensive follow-up to ensure every academy member has the opportunity to practice these strategies. Our passion is to guarantee that our academy members will be confident enough to use best practices when it matters most.

Bonus One: Follow-up implementation discussion and exercises

Offered six times a year

Understanding and implementing are worlds apart. Most professionals know what they should not be saying when creating agreements. And? A lack of confidence or fear of the unknown results in using patterns that don't work. These sessions are geared toward breaking failure patterns and instilling success pats.

Bonus Two: Concierge Coaching

Up to three sessions per year

When our academy members get comfortable with a new way of engaging to reach agreements, they often have specific challenges and questions. Perhaps there are dealing with a bully or passive-aggressive person. Or they need practice, encouragement, and support before a particularly stressful conversation. We are here to ensure our members have the confidence and knowledge of what to do when it matters most. Each member is offered 3 private coaching sessions. The members can also send a recording of a negotiation or conversation, and we will listen and provide feedback.

Value: \$900

Bonus Three: 24-hour turnaround access to an Academy expert/instructor

Unlimited

We offer an opportunity for our academy members to receive a second opinion on their prep sheet or get feedback on responding to a challenging request or statement. Time is often of the essence. You can't wait weeks for an answer. All emails will usually be answered within the business day and a maximum of 24 business hours.

Value: \$3500



Academy Offerings Explained *cont.*

Bonus Four: Closed Facebook Group

Our members often express their surprise at the benefit the academy offers to network and connect with other professionals across cultures and industries. We all learn from each other at the Academy. The closed Facebook group keeps us connected and excited while offering support and encouragement to step out of our comfort zone. A safe place to share victories, debrief, receive feedback and keep us on track. On occasion, the academy offers contests with prizes to keep everyone motivated.

Invaluable benefit. Value: ?

Bonus Five: Quarterly live negotiation exercises

Offered Quarterly

An opportunity for the academy members to participate in innovative, live negotiations. Time after time our members find these sessions to be a turning point for our members. Everything starts to come together as they put the best practices into motion in a safe environment. Participating in the exercises over six months offers the members "do-overs" until they are able to achieve the results they want.

Bonus Six: Additional live and on-demand advanced classes on such topics as:

Offered throughout the year

- Managing agreements with bullies, narcissists, and shadow-negotiators
- What you need to know about having Cross-cultural conversations
- Benefits and disadvantages of in-person vs. virtual negotiations
- Top ten words NEVER to use when negotiating agreements
- Tips for negotiating your salary and raise
- How to read non-verbal signals and which ones to use and avoid
- Quick tips to easily establish rapport
- On-going updates on current negotiation research and trends

Value: \$2800.00

Bonus Seven: Materials

The participants will receive either a hard or e-book copy of the book You Can Negotiate Anything, and/or a handbook. Plus, a comprehensive package of the tools that have been created, used and refined by negotiation experts over the last decade for every stage of the negotiating agreements process. Value: \$1800



Academy Outcomes

The academy members will:

- Walk away with a comprehensive tool kit of negotiation strategies to negotiate consistently successful agreements.
- Have a comprehensive preparation roadmap that ensures they obtain the best agreements possible.
- Strategies and tips for managing the emotional side of negotiating and gain the confidence and courage to be assertive without alienating others.

Gain the skills to:

- Handle pushy and hardball negotiators elegantly.
- Decide which of the four negotiation systems to implement in each negotiation conversation.
- Communicate effectively across team functions and promote effective cooperation.
- Build rapport and trust quickly.
- Advocate for themselves and say no with elegance.