

# Negotiation Skills 2.0: Moving Beyond the Basics

San Francisco, Live Webcast and [www.pli.edu](http://www.pli.edu),\* January 11, 2016

## Why You Should Attend

This new negotiation program is a companion to PLI's Basic Negotiation Skills program. The program will expand on the basics to provide more in-depth analysis of intermediate negotiation issues. The speakers are highly experienced trial practitioners and negotiations experts who will share their best tips and tactics to take your negotiations to the next level.

## What You Will Learn

- Ethical and cross-cultural issues in negotiations
- Managing complex negotiations
- ADR and mediation issues
- Negotiating on the eve of trial
- Negotiating class action suites

## Who Should Attend

This program will benefit experienced practitioners looking to refresh their negotiation process, or learn new approaches to the negotiations they conduct, and will also be helpful for newer attorneys looking to expand and enhance their negotiation skills.

## **Program Schedule**

9:00

### **Program Overview and Introductions**

***Doug MacKay***

9:15

### **Understanding the Ethics of Negotiation and Cross-Cultural Issues in Negotiations**

Ethics in negotiations involve a delicate combination of being fair, open and honest. All three factors determine and impact your reputation as a negotiator. In dealing with cross-cultural negotiations, how do you find ways to bridge a cultural gap and understand different negotiation styles? How does this differ in transactional or dispute resolutions?

***Doug MacKay***

10:15

### **Managing Complex Negotiations: Global, Multi-Party and Multi-Issue Situations**

When a negotiation involves a number of different parties, how do you successfully prepare for and manage the group dynamics? What happens when coalitions develop? The panelists will address those scenarios, and also review how to navigate independent and interdependent multiple issues during a complicated negotiation with global parties.

***Matthew P. Vafidis***

11:15

*Networking Break*

11:30

### **Considering Alternatives to Trial: Alternative Dispute Resolutions and Mediations**

In the 21st century, counsel need to competently advise clients on ADR options. In this session, the panelists explore the various ADR options available through court programs and private providers, including mediation, ENE, arbitration and private jury trials. In addition, they will provide strategies on preparing for a mediation, as well as managing client expectations.

***Shirish Gupta***

12:30

*Lunch Break*

1:45

### **Negotiating on the Courthouse Steps**

Many negotiations happen on the eve of the trial. Often, just before the case goes before a judge, an agreement is decided. How do you prepare for this potential situation? How do you become confident with this type of negotiation? What is helpful in terms of questions to ask opposing counsel? The panelists will share their experiences and provide helpful suggestions.

***Janet L. Frankel***

2:45

**Negotiating Class Action Suits**

This panel looks at how to prepare for this type of negotiation: retaining experts, preparing calculations, creating the mediation brief. Then during the actual negotiation, what are the benefits and risks of conducting a joint session? We will also consider how you manage the pressures of a defendant that offers nothing or a plaintiff's sky-high initial demand.

***Gayle M. Athanacio, Robin G. Workman***

3:45

*Networking Break*

4:00

**Negotiating within Law Firms**

Negotiating your career within a law firm presents many specific challenges. Professional Development experts will share their expertise on managing issues like policies, compensation, extended leave and alternative work schedules. They will share insights on how to prepare for and conduct these types of discussions with co-workers, practice group leaders and firm management.

***Anthony Grumbach, Janet Stone Herman***

5:00

*Adjourn*

## Faculty

### Chairperson

#### **Doug MacKay**

Consultant

Exec|Comm LLC

San Francisco, California

#### **Gayle M. Athanacio**

Shareholder

Rogers Joseph O'Donnell

San Francisco, California

#### **Janet L. Frankel**

Certified Specialist in Family Law

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#### **Anthony Grumbach**

Director of Professional Development

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#### **Shirish Gupta**

Neutral

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#### **Janet Stone Herman**

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#### **Matthew P. Vafidis**

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**Program Attorney:** Christina Thompson