

Title: Syllabus
School: Berkeley Law
Code: Law 245-S Negotiations
Metric: 1-unit/ 12-hour class
Professor: Raul Howe
Dates: June 20-23,
Tuesday to Friday from 2:00-5:10 p.m.

HOWEGROUP[®]
Negotiation Center

BerkeleyLaw
UNIVERSITY OF CALIFORNIA





Grading

Since this is a **Pass** or **No Pass** course, grading will be as follows:

- ✓ 70% on your classroom contributions
- ✓ 30% on a final take home exam

Please focus on learning the more you can from yourself and from your classmates. Observe, listen, analyze and enjoy. Negotiations is one of the most valuable competencies of a leader today, and it is a lot of fun. It is the easiest, fastest, and smartest way to get things done when you need someone's collaboration.

You will be able to download the complete PowerPoint presentation 3 days before the seminar starts. The presentation will allow you to take brief notes and do not dedicate to much time on writing. I prefer having you involved in class discussions.

Please let me know ASAP if you will not be able to attend one of our 4 classes. We only have 12 hours to have you started as a Successful Negotiator.

Final examination

This is a Take Home Exam class. You will have 3 hours to answer and upload it to the exam website. All exams should be uploaded by Monday, June 26th at midnight.

After the course, you will have more knowledge, skills and attitudes towards negotiation that you did not have at the beginning. My objective is to test your understanding and probable performance on different negotiation scenarios.

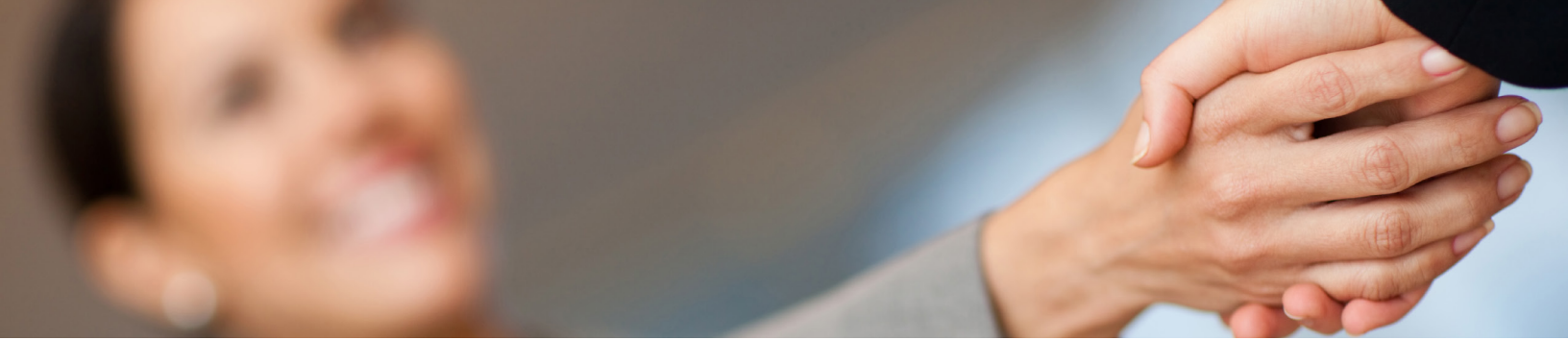


Table of contents

The Successful Negotiator Method®

Day 1	Find connection & interests
Day 2	Understanding conflict & principles of influence
Day 3	Concede to win
Day 4	Get prepared & close the deal

Assignment 1

1.1. Before our first class, please see and do Assignment 1.

You do not have to read anything before class. About the Bargaining for Advantage book, please see Assignment 2, 2.2.



Day 1: Find connection & interests

Date: Tuesday, June 20th, 2017.

Start time: 2:00 p.m. ends 5:10 p.m.

Break: We will have a 10-minute break some time during our session.

Themes	Role-plays , exercises and other materials
Rules of the game	General instructions. (In class)
About The Successful Negotiator Method®	
Understanding conflict and negotiations	The 80/20 principle (concept) The Cerebral Cortex and Limbic System (concept)
Defining negotiations	
Differences between collaborative and adversarial negotiations	Win the most you can: Fencing Exercise (In class)
Principle of Reciprocity	Video. (In class)
Attack or escape?	
Wisdom as a virtue	Video. (In class)
Finding underlying interests	The Avocado Zero-Sum Game Role-play (In class)
Find information	There are more sources than never before
Categories of interests	Substantial, procedural & emotional
Principle of liking	Smile, Empathy & Other smart things to do to connect with the other party
Conclusions	



For next class, Assignment 2:

- 2.1. Do the Visual, Aural, Read/write and Kinesthetic (VARK) Test and bring results to class. You do it on line. Print results or write them down. (15 minutes)

This is the link: <http://vark-learn.com/the-vark-questionnaire/>

- 2.2. Do the Bargaining Styles Assessment Tool and bring results to class.

This assessment is contained in the book: ***Bargaining for Advantage. Negotiation Strategies for Reasonable People.*** Second Edition. Schell, Richard. Penguin Books.

Only do pages 237 to 241

Note: This book is a really good book. I fully recommend you purchase it.

It is mandatory to do the test and bring results to class. (20 minutes)

- 2.3. Take 5 minutes to write, in a Word format file, the main thing you learned in this session. Only one thing. Please, save the file in your computer, write on the same file your full name and student id number. You will be using this file daily.

Estimated time for this assignment: 40 minutes.



Day 2: Understanding conflict & principles of influence

Date: Wednesday, June 21st, 2017.

Start time: 2:00 p.m. ends 5:10 p.m.

Break: We will have a 10-minute break some time during our session.

Themes	Role-plays, exercises and other materials
Leverage & influence (Positive, negative and normative)	The thing is not only a thing Role-play (In class)
Principles of Consensus & Consistency	Video (In class)
The 3 conversations in context	Advice on difficult conversations
How do you communicate?	VARK Test results Video (In class)
Conflict?	Video (In class)
9 Probabilities for conflict	Conflicts of information Conflicts of interests Conflicts of relationships Conflicts of values
The economics of conflict	Principle of Reciprocity
Your negotiation style	Bargaining Styles Assessment Tool results and exercise in groups
Conclusions	

For next class, Assignment 3:

- 3.1. Go to Blinkist, find and listen: *Influence by Robert B. Cialdini. (20 minutes)*
- 3.2. Take 5 minutes to write, in the same Word format file you save the day before, the main thing you learned in this session. Only one thing.

Estimated time for this assignment: 25 minutes.



Day 3: Concede to win. The psychological game of money in negotiations.

Date: Thursday, June 22nd, 2017.

Start time: 2:00 p.m. ends 5:10 p.m.

Break: We will have a 10-minute break some time during our session.

Themes	Role-plays, exercises and other materials
The psychological game of money	Seller & Buyer. Role-play (In class)
High expectations and walk away point	
Zone of Probable Agreement (ZOPA)	
The first offer & the power of anchoring	Concede to win
Prepare, prepare, prepare	
The Negotiation Process	
Defining and establishing goals	SMART Goals. (Exercise in class)
Opening	Let me tell you a true story
Principle of Respect	Video (In class)
Speed of Trust	1 formula

Conclusions

For next class, Assignment 4:

Go to Blinkist, find and listen: *The 7 Habits of Highly Effective People by Stephen R. Covey. (20 minutes)*

- 4.2. Take 5 minutes to write, in the same Word format file you save a day before, the main thing you learn in this session. Only one thing.

Estimated time for this assignment: 25 minutes.

- 4.3. You have written the 3 main things you have learned by now. Tomorrow you will have time to add the fourth idea to your list. You will be asked to share 4 personal learning outcomes with your classmates. Be ready, since you will only have 1 (one) minute at the most to share the 4 things you have in your list.



Day 4: Get prepared & close the deal

Date: Friday, June 23rd, 2017.

Start time: 2:00 p.m. ends 5:10 p.m.

Break: We will have a 10-minute break some time during our session.

Themes	Role-plays , exercises and other materials
If there isn't ZOPA?	
The Power of "NO"	
Best Alternative to a Negotiated Agreement (BATNA)	
Worst Alternative to a Negotiated Agreement (WATNA)	
Getting a job promotion	Role-play (In class)
Closing the deal	It works better when you have followed a Method
Resistance of the other party	Do not trust Do not need Do not need help Not now
Where to focus all your efforts?	Before & After the Method
Principle of Scarcity	
"Negotiation is all about how you make people feel"	
Reviewing learning objectives	
Share what you have learned	4 things to say, in just 1 minute. Assignment No. 4
Conclusions	

In addition, participants will get familiar and will be able to use successfully 8 very powerful negotiation tactics:

- Flinch
- Good cop/ bad cop
- Pressure
- Take it or leave it
- Defects oriented (depreciation)
- Bonus/extra
- The last bite
- 100% safe



Before the exam. Assignment 5:

- 5.1. From all the learning experiences you will heard, try to find one you did not think off and you consider it will be relevant for your career as a Successful Negotiator. After you finally complete your list of 5, send it to me by email at: r.howe@hgs.mx Do not forget to write your full name, student ID and email.
- 5.2. Before the exam. Go to Blinkist, find and listen: ***Getting to Yes by Roger Fisher, William L. Ury & Bruce Patton.***

Dr. Raul Howe



Is a researcher, law professor, negotiator and a businessman. Therefore, his academic and professional life experience have given him an exceptional balance, between theory and practice, as a negotiations professor.

He founded **HOWEGROUP®** in 2008, the 1st Negotiation Center in Mexico. By 2016 **HOWEGROUP®** was ranked as the 1st best Place to Work in Puebla Mexico and the 5th nation wide. This means, among many other things, that the company fully respect gender, race, religion and provide equal opportunities to all it's members, according to strict international standards.

Also in 2016, 90% of all **HOWEGROUP®**'s processes were certified according to the ISO international standard. Among **HOWEGROUP®** clients are Femsa (Coca-Cola Mexico), Jaguar, Land Rover, IMPI (The Patent Office of Mexico), Lixil American Standard, The Federal Government, State Governments, Law Firms, Televisa, La Morena, Benteler, City Banamex, Idc Financial and Bentley.

He is a professor and a researcher highly specialized on negotiations and conflict solving. He teaches negotiation at the University of California, Berkeley, School of Law, and at The Washington Center for Internships and Academic Seminars in Washington, D.C. During this last 8 years, he has taught negotiations to more than 3,000 leaders from different countries and contributed with 300 institutions to reach their goals through negotiations. He is about to publish his first book: The Successful Negotiator Method® More over, he has taken the Berkeley, Karrass, Negotiations MIT way, InQba, UDLAP and many others negotiation seminars just to make sure his teaching include only and simply the best.

Previous to **HOWEGROUP®** Raul served 4 years as a junior associate at Abrego Guervara Law Firm, collaborated as an Advisor to the Chief of Staff to the Ambassador of Mexico in the United States of America, functioned as Director of Migration Affairs of the State of Puebla, worked as Coordinator of the NAFTA Leaders Internship Program at The Washington Center, and before entering Berkeley Law, he finally served the last 4 years as an Adjunct Secretary to the Controller of the State of Puebla.

Raul studied Law at UDLAP and graduated with the honorable mention award in the year of 2000. Since then, he has completed 8 diploma programs, 2 certifications, 2 master's degrees and completed his doctoral degree with High Honors at UC Berkeley, School of Law. During his studies Raul was awarded the Ford Foundation, Berkeley Foundation, Rockefeller, CONACYT and SEP merit based scholarships. In 2015 he concluded a professional business program at IPADE Business School.

As a lawyer, he is a member to the Mexican Bar Association, the National Association for the Protection of Intellectual Property and to the International Trademark Association. He has solved important conflicts on trademark registration and patents.