

مروری بر مفاهیم ارتباطات و فنون مذاکره

چگونه میتوان یک مذاکره کننده حرفه ای شد؟

برنامه امروز

نگرش مطلوب در حوزه ارتباطات و مذاکره

بحثی کوتاه در مورد هوش هیجانی

معرفی مدل Negotiation 2.0

مذاکره و وضعیت آموزش آن

محدود کردن مذاکره به خرید و فروش

دیدگاه «ترفند محور»

نگرش «کوتاه مدت»

سوال

شاید واقعاً نمی توان
مهارت ارتباطات و مذاکره را
آموخت؟

نگاهی به دنیای موشها



Janice Teal & Enriched Environment

Berkley Research Report

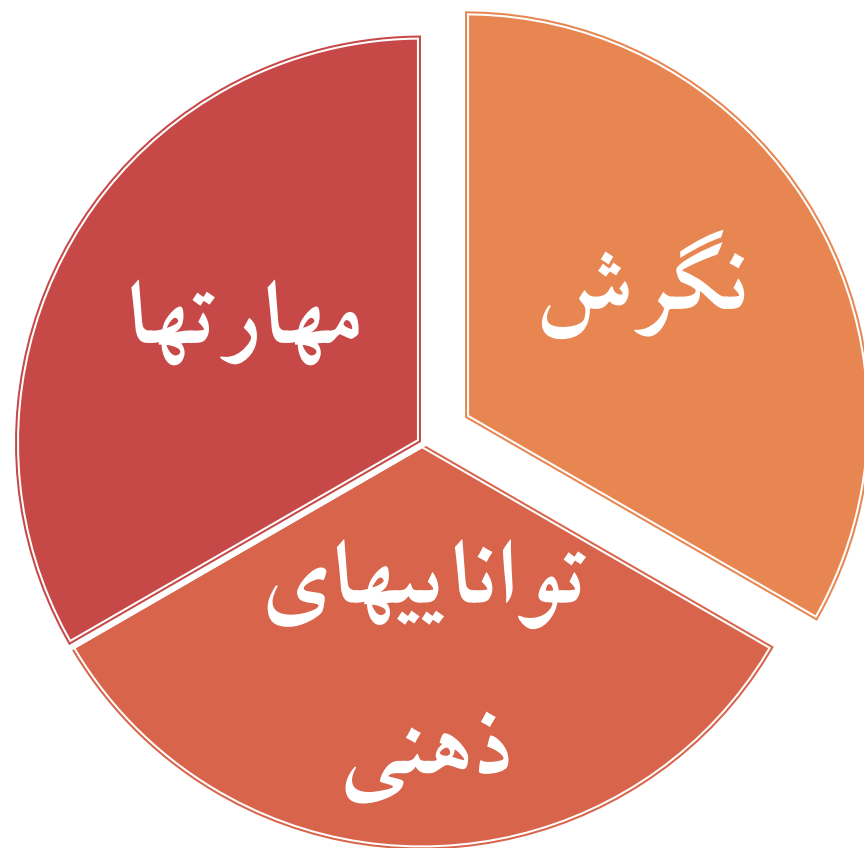
Our neural tissue is not carved in stone;

It is molded by our experiences



**Neuroplasticity
Concept**

الزامات یک مذاکره کننده حرفه ای...



سوال بعدی...

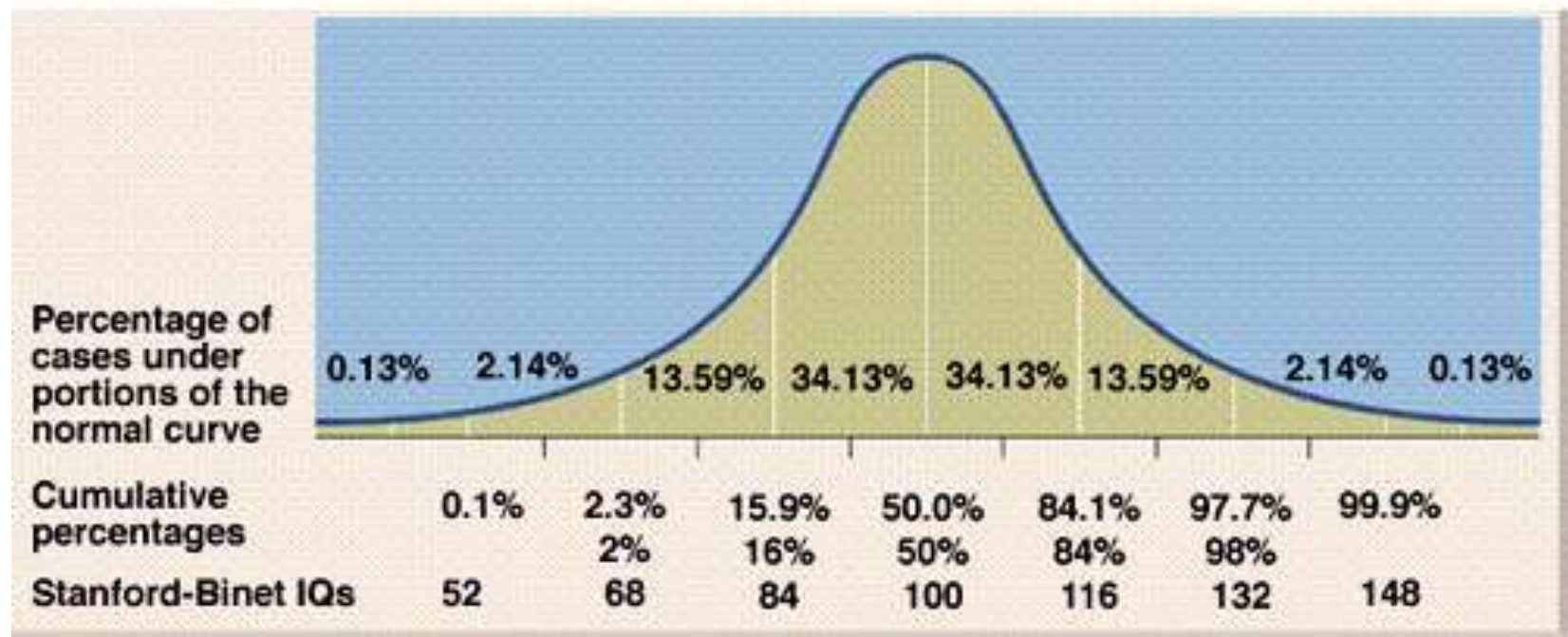


آیا بهره هوشی بالاتر
میتواند به من کمک کند که سریع تر
به یک مذاکره کننده حرفه ای تبدیل شوم؟

مفہوم سنتی ہوش

Santrock, Child Development, 8e. Copyright © 1998. McGraw-Hill Companies, Inc. All Rights Reserved.

Normal Curve and the Stanford-Binet IQ Scores



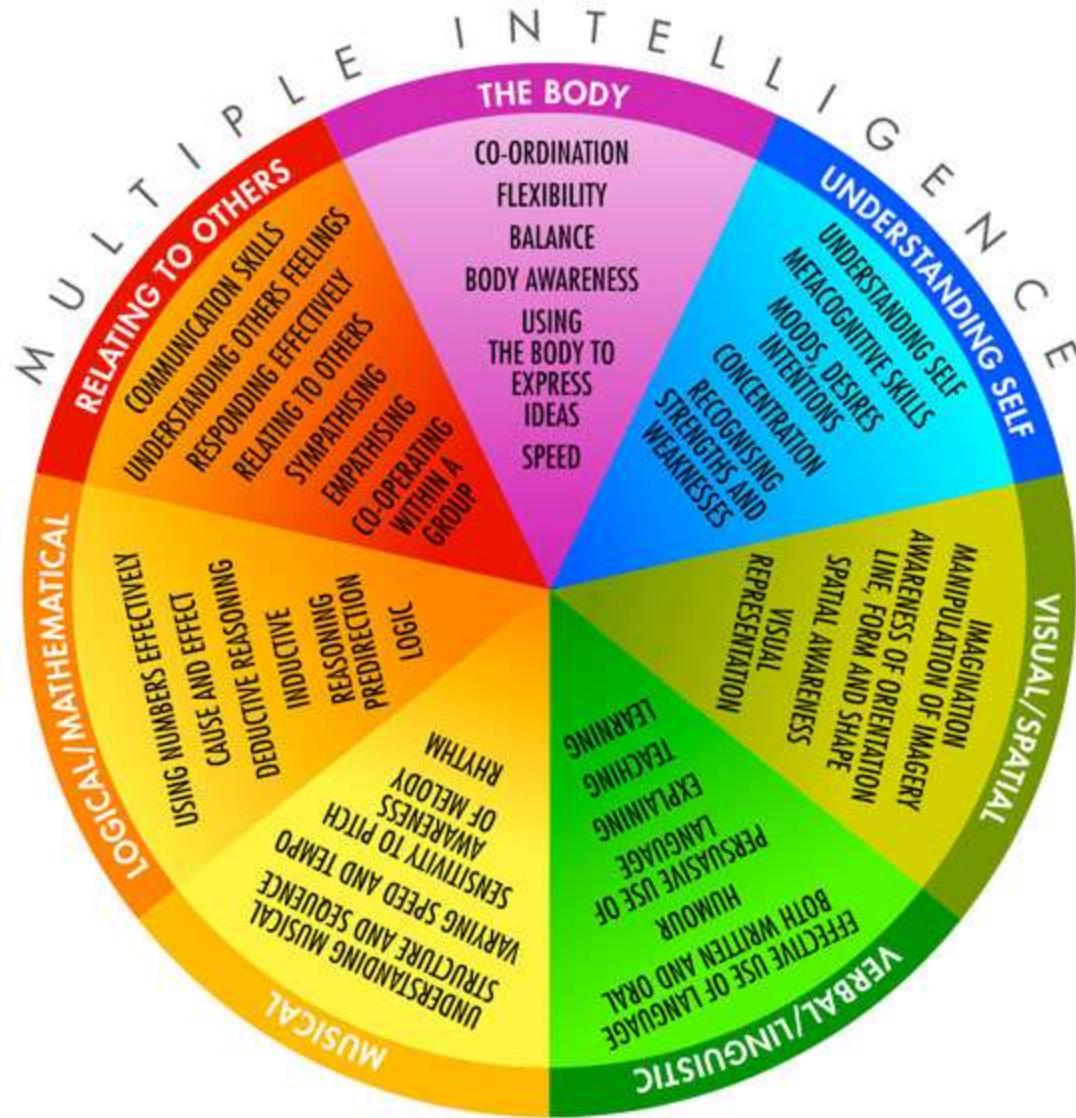


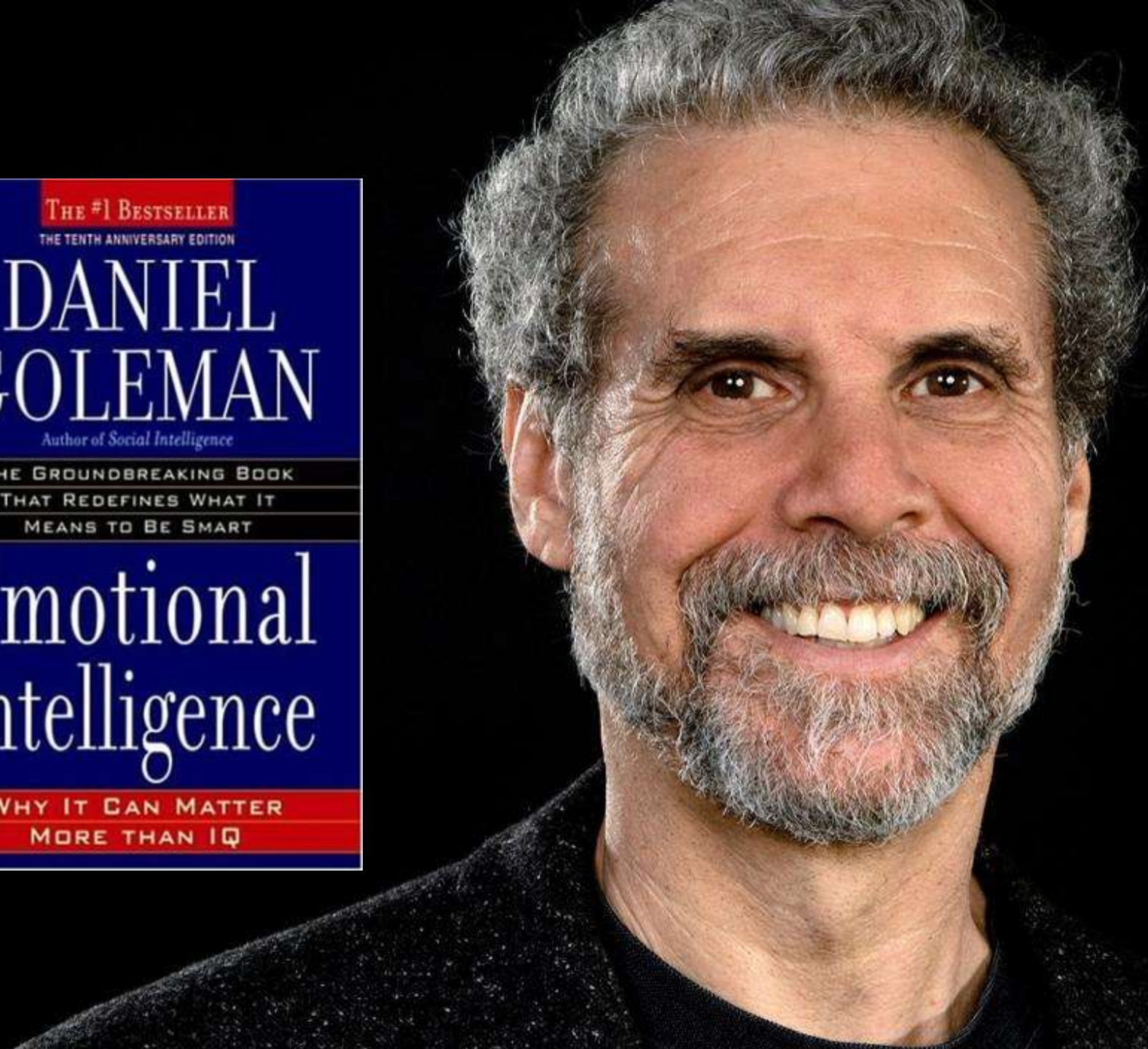
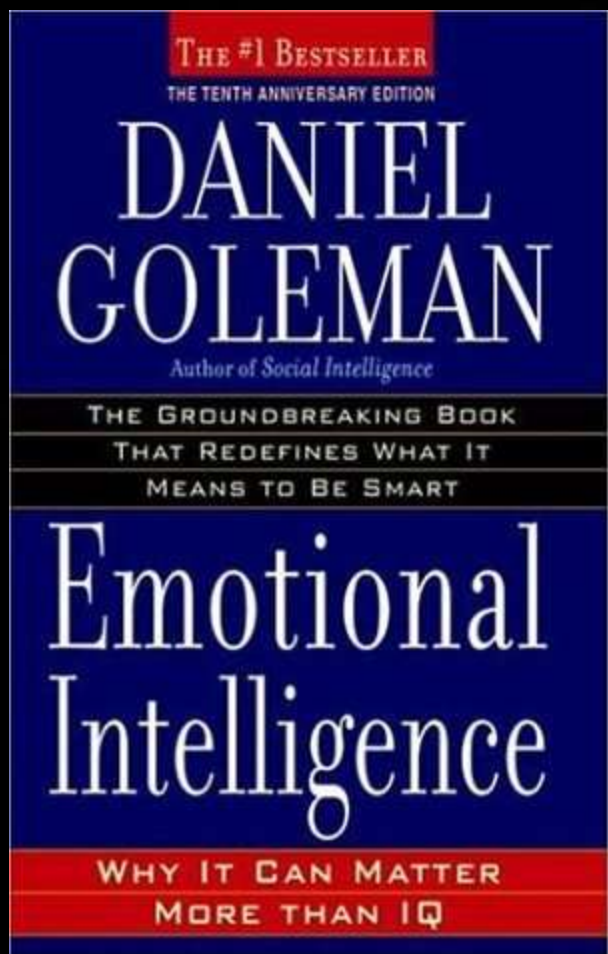
هوارد گاردنر: یک بررسی ساده هم نشان میدهد که اکثر کسانی که بهره هوشی بالای ۱۶۰ دارند، برای کسانی که بهره هوشی ۱۰۰ دارند کار میکنند...

ما یک ماشین حساب یا یک کامپیوتر نیستیم...



هوارد گاردنر و هوش چندگانه





REUVEN BAR-ON



آیا باید پرسشنامه بار-آن را پاسخ دهیم؟

ادراک درست از خودمان

■ احترام قائل بودن برای خود یا عزت نفس



■ خود شکوفایی

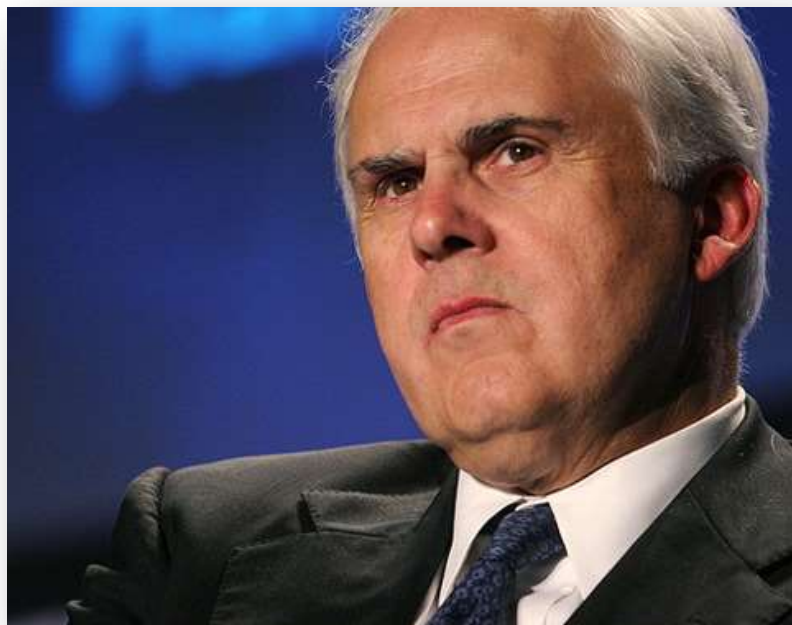
■ خودآگاهی احساسی

رمز بهبود خودآگاهی احساسی

استفاده از قدرت کلمات و
تلاش برای بیان احساسات



آیا میتوان کاری کرد که خودآگاهی افزایش یابد؟



فرد اسمیت

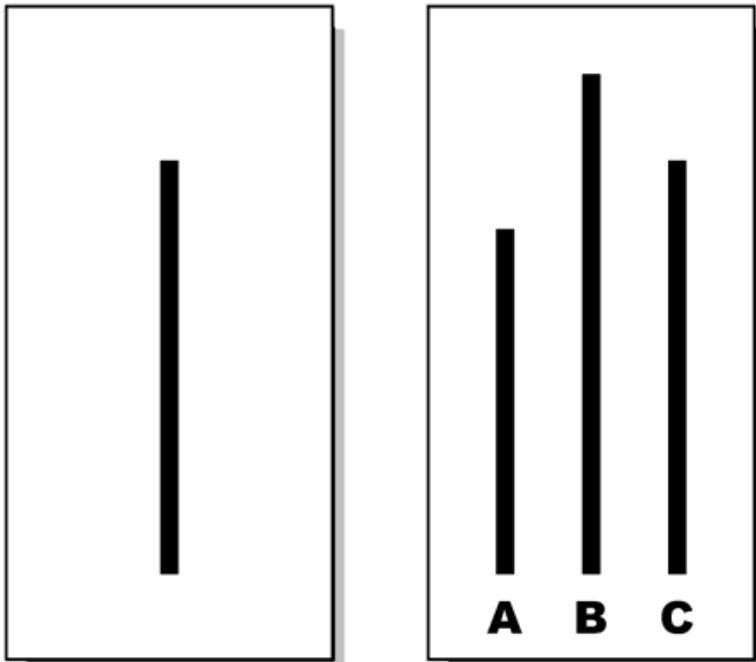


بیان خود

■ بیان احساسات

■ بیان خواسته ها و مواضع

■ استقلال



ما همه نیازمند رابطه بین فردی هستیم...



Bruce Alexander & Rat Park

مولفه های رابطه بین فردی



■ همدلی

■ مسئولیت اجتماعی

■ تحلیل درست رابطه با دیگران

■ محیط شغلی

■ محیط عاطفی

تصمیم گیری

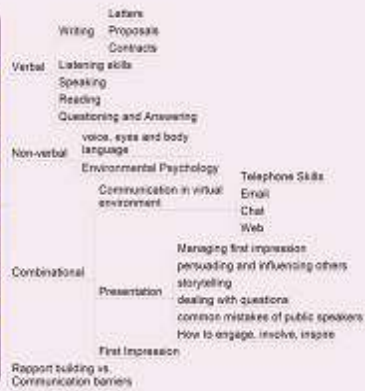
- علاقه به حل مسئله
- کنترل رفتارهای تکانشی
- نگرش درست به دنیای واقعی



STRESS

- خوش بینی
- انعطاف پذیری
- تحمل استرس

Communication



Dealing with the other gender

Leading and Motivating

Emotion Management

Decision Making

Selling



Skills Cognition

Negotiation 2.0

www.shabanali.com

Dealing with difficult people

Contaminators
Power oriented people
Negotiating from position of weakness
Dealing with them

Problem solving

Impasse
Arbitration and Mediation
Creativity

Planning

Assessing the situation
Concession planning
BATNA Analysis
ZOPA
Walkaway point
Offer packages
Opening positions
Contextual factors
Developing the agenda
How to set the stage for successful negotiation

International Negotiation

Drafting contracts
Contract Prototypes
Cross-cultural negotiation

Boilerplate terms
Specific terms
License
Franchise
Agency
Distribution
Procurement
Joint venture & Acquisition
Consortium

Hofstede
Sabelco
Schein

Dirty Tricks in Negotiations

Lie & Lie Detection
Hot button
Investment
Personality voids
Mixed signal
Mix-up
We are puppets
Shadow negotiation
Powerful others
Hostages
Power Mechanisms

Power

Attitude toward power
Sources of power
Psychology of powerful people

Intelligence

Mathematical Intelligence
Multiple Intelligence
Social Intelligence
Tension between empathy and assertiveness

Two Mindsets

Competitive
Collaborative

Fixed pie
Resource Scarcity
Be a positive thinker
position vs. interest
Trust

Personality Psychology

Catal
Triastructural Analysis
MBTI

Heuristics

Stereotypes
Anchoring
Availability
Vividness
Familiarity
Contagion
Social proof

Intuition

System I vs. System II
Thin Slicing
How to improve it

Self Confidence & Self Esteem

Gender Mental Model

Values & Motivators

Organizational misbehavior and organizational politics

Who is a good negotiator?

Total Positive Experience:

Negotiating a better outcome

Building successful relationship

You've got to be able to get positive results in negative circumstances

Negotiation as Game

Definition...

Who is a good negotiator?

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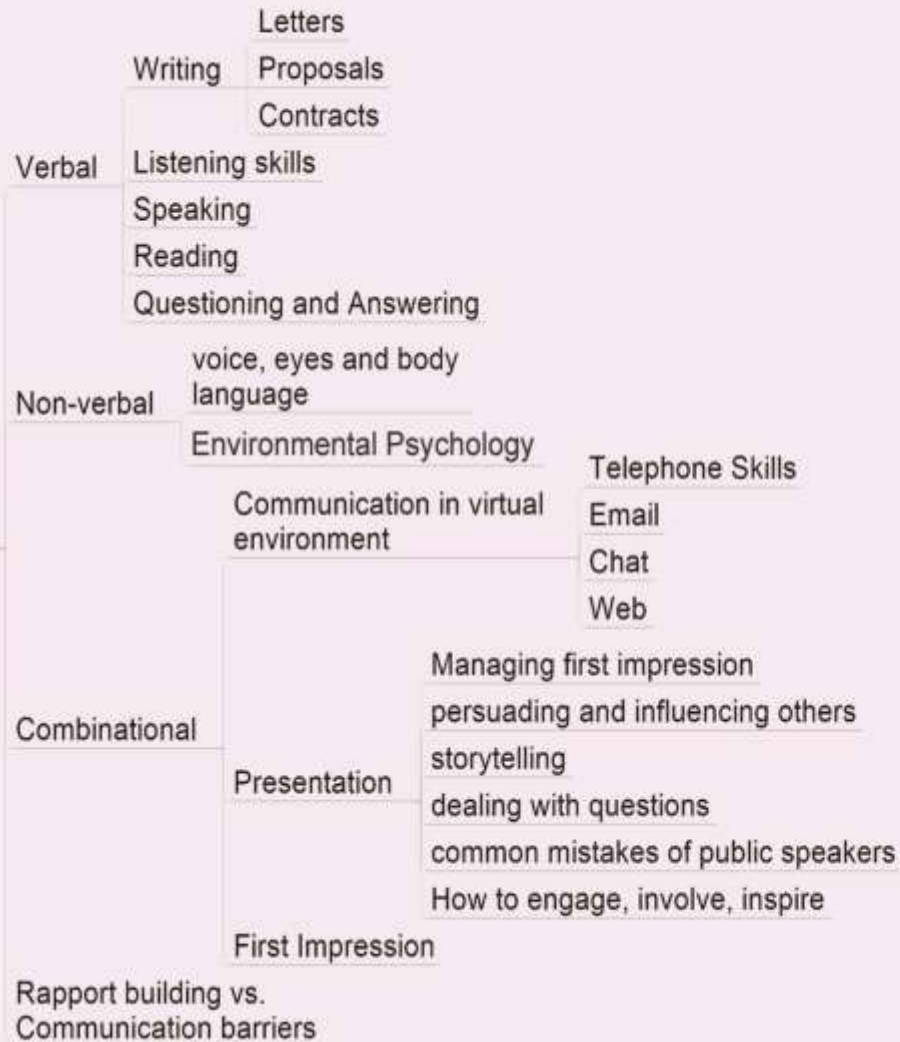
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Developing the agenda

How to set the stage for
successful negotiation

Communication Module

Communication



Dealing with the other gender

Leading and Motivating

Emotion Management

Decision Making

Selling and Contracting



Tips and Tricks

Problem solving

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Arbitration and Mediation

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