





STATE BAR
OF WISCONSIN

P.O. Box 7158, Madison, WI 53707-7158



Adaptive Negotiation Skills Workshop

Featuring Lee Jay Berman



LIVE SEMINAR: Thursday, September 26, 2019 – Madison

LIVE WEBCAST: Thursday, September 26, 2019

WEBCAST REPLAY: Wednesday, October 23, 2019
Tuesday, November 19, 2019
Thursday, December 19, 2019

REGISTER TODAY!

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STATE BAR OF WISCONSIN
PINNACLE

Adaptive Negotiation Skills Workshop



Featuring Lee Jay Berman



Programs start September 26. Register today!

Adaptive Negotiation Skills Workshop

Featuring Lee Jay Berman



Negotiate with confidence

Learn the science and strategy behind successful negotiations at *Adaptive Negotiation Skills Workshop – Featuring Lee Jay Berman*. It's a lively, interactive, full-day program that uses role-play simulations, case studies, and high-energy, interactive lectures for maximum skill development.

You'll delve into two strategies—distributive bargaining and integrative bargaining—and have the opportunity to cultivate each style. Leave with a stronger understanding of the nuances behind competitive and collaborative negotiation tactics and increase your confidence about when to blend the two.

Who should attend:

- Litigators
- Transactional attorneys
- Claims professionals
- Contract negotiators
- Client service professionals
- Managers at all levels

How you'll benefit:

- Negotiate better agreements for your clients
- Gain practice with competitive and collaborative negotiation styles and know when to blend the two
- Understand the strategy behind different negotiation tactics
- Utilize Axelrod's four steps and avoid being exploited in a negotiation
- Distinguish positions from interests and find alternative, non-monetary solutions

Register now!

Featured Presenter

Lee Jay Berman is one of the nation's top commercial mediators who counsels lawyers in negotiation strategy every day. In his 25 years working with attorneys to settle over 2,400 cases, he has seen even the best attorneys leave money on the table. Lawyers could be more successful if they understood adaptive negotiation strategy, including those tactics being used against them by opposing counsel.



Dates

Location

LIVE SEMINAR:

Thursday, September 26, 2019

State Bar Center

5302 Eastpark Blvd., Madison, WI
(414) 257-3400

WEBCAST REPLAYS:

Wednesday, October 23, 2019

Tuesday, November 19, 2019

Thursday, December 19, 2019

LIVE WEBCAST:

Thursday, September 26, 2019

Credits

This program has been submitted to the Wisconsin Board of Bar Examiners for up to **7.5 CLE credits**. It does not qualify for EPR credits.

*Be a star both in and out of the courtroom
with the State Bar of Wisconsin
PINNACLE National Presenter Series.
Receive coaching from nationally
recognized speakers with experience
helping lawyers rise to the challenges
of today's legal landscape.*



Schedule

8:00 AM Registration

8:30 AM Introduction to Training, Sign Posting the Day

- Define negotiation
- Professional/personal skills

COMPETITIVE NEGOTIATION

8:40 AM Distributive Bargaining

- Negotiation means dealing with mixed motives

9:25 AM First, Avoid Exploitation

- Axelrod's four steps for avoiding exploitation

9:55 AM Break

10:10 AM You've Got Mail - Negotiation Exercise

- Prepare (keep track of offers and counter-offers)
- Negotiate
- Collect results and debrief
- Major teaching points (interactive lecture)

11:25 AM Question and Answer

11:30 AM Lunch (on your own)

12:30 PM Beyond Avoiding Exploitation, Our Job is to be Successful

- To do so in competitive negotiation, we must use the predictability of distributive bargaining
- Introduction to distributive bargaining
- Identify elements of distributive bargaining
- Winner's curse

1:00 PM Opening Offers

- Opening strategies/key questions
- Do I open or do I let the other side open?
- If I choose to open, where do I open?
- Discussion: ranges of opening
- Discussion: strategies of opening

COLLABORATIVE NEGOTIATION

1:30 PM Integrative Bargaining

- To build strong relationships, we must use the creativity of integrative bargaining
- Cross arms — interactive discussion
- Stories illustrating integrative negotiations

2:00 PM Break

2:15 PM Positions vs. Interests

- Diagram negotiation with positions and interests (lecture)
- Outline roadmap to integrative process
- Introduction of "go below the line"
- Seek reasons behind positions
- Ask "what/how" questions
- Listen to understand
- Invent, develop, and evaluate options

3:00 PM BankTec v. San Diego Federal (Role Play Simulation)

- Prepare (think about being as creative as you can)
- Negotiate
- Collect results and debrief (interactive discussion)
- Explore distributive/integrative aspects

3:30 PM Negotiation Style

- Style v. substance
- Axelrod's rule 4 — be clear!

3:50 PM How Do You Define Success?

- Continuum of success
- Axelrod's rule 4 — be clear!

4:10 PM Final Comments and Questions

4:20 PM Program Concludes

Following program start time, webcast replay schedule will vary slightly from above listed times.

Registration

Online: www.wisbar.org/seminars » *credit card or Ultimate Pass only*

Phone: (800) 728-7788 » *credit card or Ultimate Pass only*

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check, credit card, Passbook, or Ultimate Pass

State Bar CLE/PINNACLE Passbook Registrations: Passbook Certificates must be received by the State Bar at least one business day prior to the event. For live and video seminars, walk-in registrations with the Passbook Certificates are welcome.

Registration cancellations: Please visit www.wisbar.org/cancellation_policy for information on PINNACLE registration cancellation policies.

Course materials for those attending the seminar

All live seminar attendees will receive printed course materials for this program. Course materials will be provided to webcast seminar participants in PDF format, downloadable from *myStateBar* on WisBar.org up to four days prior to and 90 days after the seminar.

Note that course materials for this program will be provided to seminar participants ONLY and will not be available for sale following the program. **Register today!**

Additional Learning Opportunities

CLE Seminars

Finance for Lawyers – Featuring Joseph Novello

Back by popular demand, Joseph Novello, CPA, MBA, uses his wealth of experience in business and financial management to explain key financial and accounting concepts, as well as share helpful tips for interpreting financial data. This program is part of PINNACLE's National Presenter Series.



6 CLE

Live Madison Seminar & Live Webcast: Friday, November 22, 2019

Webcast Replays: Dec. 3, 2019 | Dec. 12, 2019 | Dec. 18, 2019 | Jan. 3, 2020

Books/Books UnBound

Business Litigation and Dispute Resolution in Wisconsin

This resource is packed with relevant case law, time-saving practice tips, checklists, cautions, caveats, sample language, and practice guides, so you'll be able to advise business clients, represent or defend them in lawsuits, and keep them out of trouble altogether. This newly expanded edition also includes two new chapters on commercial dispute resolution.



Print Book: #AK0254; 446+ pp.; 3rd ed. 2018-19 **Member:** \$149 | **Nonmember:** \$189

Books UnBound® Subscription: #AE0254; **Member:** \$159 | **Nonmember:** \$199

Wisconsin Ethics Opinions

This book contains the complete text of opinions issued since 1954 – including Formal and Informal Opinions and Memorandum Decisions—by the State Bar's Standing Committee on Professional Ethics. It also includes "Ethical Dilemmas" columns written by the State Bar Ethics Counsel.



Print Book: #AK0049; 614+pp.; 2nd ed. 2016-17

(Includes 2018-2019 supplement)

Member: \$99 | **Nonmember:** \$129

Books UnBound® Subscription: #AE0049 **Member:** \$159 | **Nonmember:** \$199

Adaptive Negotiation Skills Workshop

Priority Code: S 3 7 9 9 B

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<input type="checkbox"/> State Bar of Wisconsin Member	<input type="checkbox"/> \$299	<input type="checkbox"/> \$329
<input type="checkbox"/> Nonmember	<input type="checkbox"/> \$399	<input type="checkbox"/> \$429
<input type="checkbox"/> Ultimate Pass Subscriber	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0
<input type="checkbox"/> Passbook Certificate User	<input type="checkbox"/> 1 Certificate	<input type="checkbox"/> 1 Certificate

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Course materials will be provided to seminar participants **ONLY** and will not be available for sale following the program.
Register today!

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