



STATE BAR
OF WISCONSIN

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



6 Habits of Highly Effective Commercial
Negotiators – Featuring Colleen Byers

CREDIT HOURS: 4 LPM credits

IN-PERSON SEMINAR: Wednesday, October 23, 2024 – Madison

LIVE WEBCAST: Wednesday, October 23, 2024

WEBCAST REPLAYS: Thursday, October 31, 2024
Monday, November 4, 2024
Tuesday, November 12, 2024
Thursday, November 21, 2024
Friday, November 29, 2024
Wednesday, December 11, 2024

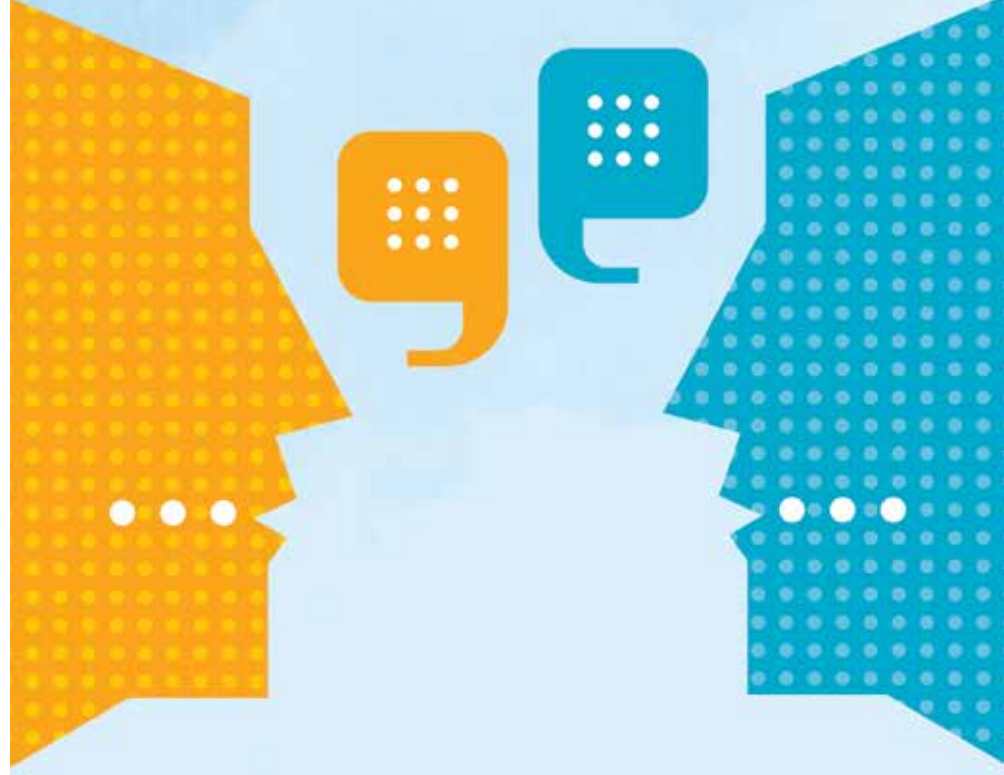


STATE BAR OF WISCONSIN
PINNACLE



6 Habits of Highly Effective Commercial Negotiators

Featuring Colleen Byers



Program dates start October 23.
Register today!

4 LPM

6 Habits of Highly Effective Commercial Negotiators

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Negotiation necessities

Negotiation skills are crucial for any attorney who wants to secure more favorable outcomes for clients – regardless of your practice area. Effective negotiators can facilitate collaboration, communicate effectively, problem-solve, and craft agreements that satisfy all parties involved, thereby avoiding prolonged, expensive litigation. But cultivating your negotiation skills takes self-awareness, active listening, emotional regulation, and patience. Are you ready to increase your negotiation know-how?



At **6 Habits of Highly Effective Commercial Negotiators Featuring Colleen Byers**, you'll discover the secrets of successful negotiators.

HOW YOU'LL BENEFIT

- Learn the 6 habits you can adopt to become a better negotiator
- Identify preparatory steps that will help ensure a smooth negotiation
- Know how to determine your best and worst alternatives to negotiated agreements
- Understand and utilize interest-based negotiation models to find common ground
- Discover tools you can use to temper and manage emotions in a negotiation

Advance your skills and achieve better outcomes for your clients with help from *6 Habits of Highly Effective Commercial Negotiators Featuring Colleen Byers*. **Register now!**

DATES & LOCATION

IN-PERSON SEMINAR — MADISON

Wednesday, October 23, 2024

State Bar Center

5302 Eastpark Blvd., Madison, WI
(608) 257-3838

LIVE WEBCAST

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WEBCAST REPLAYS

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CREDITS

CREDIT HOURS: 4 LPM credits*

* This program will be submitted to the Wisconsin Board of Bar Examiners for **4 LPM (Law Practice Management) credits**. Attorneys may submit up to 6 LPM credits per CLE reporting period. To learn more about CLE credit types and rules, visit wisbar.org/credits.

BOOK BONUS!

Business Litigation and Dispute Resolution in Wisconsin

SAVE 15% on *Business Litigation and Dispute Resolution in Wisconsin*.* It's your go-to resource when advising corporate clients on the rules, regulations, and risks they face in their day-to-day operations and business relationships. Use **discount code CA3681** when you order online or by calling (800) 728-7788.

PRINT BOOK: AK0254 | **BOOKS UNBOUND:** AE0254_SUB



*Discount applies to both print and digital Books Unbound editions of this title and cannot be applied to previous purchases. Offer valid through 12/31/25. For Books Unbound users, discount may be applied to purchase of individual Books Unbound title only and may not be used on the purchase of libraries. Discount cannot be combined with any other offers.

SCHEDULE

8:00 AM Registration

8:30 AM Habit 1 - Prepare

- Prepare yourself
- Prepare your client
- Manage your physical space
- Manage your headspace
- Identify a clear goal
- Understand the role of neurobiology in negotiations
- Understand the conflict loop and how to break free of it

9:00 AM Habit 2 - Build Trust and Rapport

- Share your goals and begin finding common ground
- Stay curious
- Watch out for judgment and evaluation
- Use open-ended questions
- Listen with purpose
- Summarize and reflect back

9:30 AM Habit 3 - Manage Emotions — Yours And Theirs

- Anticipate objections
- Dodge defensiveness
- Acknowledge the concern
- Utilize Nonviolent Communication (NVC)
- Utilize Bill Eddy's EAR

10:00 AM Case Study and Exercise

10:30 AM Break

10:45 AM Habit 4 - Analyze BATNA and WATNA

- Understand how to determine *your* Best Alternative to a Negotiated Agreement (BATNA)
- Understand how to determine *their* BATNA
- Understand how to determine *your* Worst Alternative to a Negotiated Agreement (WATNA)
- Understand how to determine *their* WATNA

11:15 AM Habit 5 - Utilize An Interest-Based Negotiation Model

- Understand the difference between positions and needs/interests
- Get beneath positions to uncover needs/interests
- Identify common ground

11:45 AM Habit 6 - Engage in Brainstorming and Joint Problem Solving

- Learn how to generate options without evaluating them
- Learn a strategy for evaluating options while avoiding impasse
- Find a mutually agreeable solution

12:15 PM Program Concludes

Following start time, schedule will vary slightly from above. All times are Central Time Zone.

ABOUT THE PRESENTER

COLLEEN BYERS, JD, MBA

is a former commercial litigator who now dedicates her practice to facilitating difficult conversations through mediation, executive leadership coaching, and professional development training. Colleen is a sought-after thought leader who has been invited to speak and train nationally and globally on topics including coaching for performance, effective negotiation, and professional well-being. She has lectured at Wake Forest University School of Law and Campbell School of Law.



Colleen is proud to be a triple Blue Jay, having obtained a Bachelor of Arts, Master of Business Administration, and Juris Doctorate from Creighton University in Omaha, Nebraska. She has been recognized by Best Lawyers in America, North Carolina Super Lawyers, and Business North Carolina Legal Elite, Young Guns. In 2020, Colleen was named Lawyer of the Year by *North Carolina Lawyers Weekly*.

Colleen is triple certified by the North Carolina Dispute Resolution Commission to mediate Superior Court, Family Financial, and matters pending before the Clerk of Superior Court. She is accredited as an Associate Certified Coach by the International Coaching Federation and is a Yoga Alliance Registered Yoga Teacher (RYT200).

TUITION

	IN-PERSON	WEBCAST
State Bar Member	\$229	\$259
Nonmember	\$309	\$339
Ultimate Pass Gold/Silver	\$0	\$0
Ultimate Pass Bronze	\$229	\$259
Passbook Certificate	1 Certificate	1 Certificate

REGISTRATION & GENERAL INFO

ONLINE: wisbar.org/seminars

PHONE: (800) 728-7788

MAIL/FAX: Visit wisbar.org/regform
for registration form



PINNACLE PASSBOOK REGISTRATIONS: PINNACLE Passbook certificates must be received by the State Bar at least one business day prior to the event. For in-person seminars, walk-in registrations using Passbook certificates are also welcome.

COURSE MATERIALS: Course materials are provided to seminar attendees in PDF format and are downloadable from *myStateBar* on wisbar.org up to two days prior to and 90 days after your seminar.

CANCELLATIONS: Please visit wisbar.org/cancellations for information on PINNACLE registration cancellation policies.

ACCOMMODATIONS: If you need special accommodations, please contact us at (800) 728-7788, ext. 6142 at least three weeks prior to the program date so we can make appropriate arrangements.

NOTICE: By attending this State Bar event, you understand and agree that you may be photographed and/or electronically recorded during the event and you hereby grant to the State Bar the right to use and distribute your name and likeness for promotional or educational purposes without monetary compensation. The State Bar assumes no liability for such use.

Event Code: CA3681 Priority Code: S4425B

ADDITIONAL LEARNING OPPORTUNITIES

Drafting More Effective Contracts 2024

Discover how to create clear, effective, and enforceable contracts and learn when and how to use key provisions. Receive style and structure tips from veteran contract lawyers, as well as insights on avoiding potential risks. You'll also analyze the pros and cons of arbitration, mediation, and noncompete clauses.



CREDITS: 6 CLE | **CLE ONDEMAND:** CA3626D



Securities, Mergers, and Acquisitions in Wisconsin

Be prepared for buyouts, mergers, acquisitions, and more with this resource that focuses on core concepts such as federal and Wisconsin securities law, takeover requirements, types of mergers, and buying and selling small businesses. Plus, it's packed with relevant case law, time-saving checklists, cautions, caveats, and practice tips to help your business clients succeed.

PRINT BOOK: AK0243 | **BOOKS UNBOUND:** AE0243_SUB

Business Law Forms Library

Access high-quality State Bar of Wisconsin PINNACLE® business law forms, 24 hours a day, 7 days a week, from anywhere you have an internet connection. These fillable forms are practice templates you can modify and adapt to any needs, and the library is fully searchable, so you'll find the forms you need in a snap.



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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.

