

# NEGOTIATION & DECISION-MAKING IN A CHAOTIC REALITY

## *Mini-master*

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2nd Edition, 2022

Ortygia Business School

*in collaboration with:*



Ortygia Business School is a center of research and education for the **Human capital development** of the **Mediterranean region** and for the inclusion and for the sustainable development, cultural and economic, of the area.

**LEADERSHIP PROGRAMMES**

- Executive programme for high-potential leaders
- Leadership for Junior talents
- Mini-master in Negotiation



**SMES AND FAMILY BUSINESSES**

We offer programmes for the development and growth of SMEs and Family Businesses focused on generational succession and internationalization.



**HIGHSCHOOLS & UNIVERSITIES**

We support young students of Southern Italy and the Mediterranean region with mentoring activities and vocational guidance.



Founded in 2012 by Michael Tsur, Shakla & Tariya is an academy for specializing in negotiation as a profession, the first of its kind, where graduates are trained to comprehend, advise and support negotiation processes in diverse fields, from everyday business management to handling challenging realities and confronting and managing extreme crisis situations, while taking into consideration the effects of technological developments on different kinds of relationships. A negotiation specialist trains and prepares others, according to their personalities and abilities, in order to enable them to negotiate effectively.

# NEGOTIATION & DECISION-MAKING IN A CHAOTIC REALITY

## Overview

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In the past decade the need for professional negotiation management has become a reality. It is widely agreed today that **negotiating is a discipline which has its own methodologies, research, specialized practices and ethical norms.**

Many companies and organizations worldwide acknowledge the importance of professional negotiation and perceive it as crucial to their ongoing business, internal activities, and other challenges they face daily. This stems from the need to optimize organizational resources, such as managerial time, focus and capital, by **effectively and efficiently handling major negotiation and various delicate situations.**

Yet research shows that people rely mostly on their perception of the negotiation skills of a person, even if that person has no professional training or negotiating experience. This may hinder the process of negotiation, prevent accurate analysis of the other party's strategy or tactics, undermine organizational interests and overstress assumptions, emotions and other obstructing elements.

The **Negotiation & Decision Making in a Chaotic Reality Mini Master** aims to provide participants with the knowledge, abilities and experience they need **to negotiate professionally** and handle those inevitable situations in which external events intrude upon, and interfere with, the professionals' abilities to make clear and appropriate decisions.

Using the most contemporary and updated tools and methodologies for **creative problem-solving**, students will develop the skills needed for making good decisions in a chaotic reality and negotiate accordingly. Negotiation & Decision Making in a Chaotic Reality course focuses on the process to reach better outcomes, considering the levels of stress and anxiety without forgetting the investment of assets and the "day after".

Learning, observing and experiencing a variety of approaches and strategies for negotiation enrich our knowledge and toolbox for different situations and circumstances.

# CONTENT

This course will examine a wide variety of negotiation strategies and challenges. Among the many issues which will be considered:

- ❖ Rules of engagement in a challenging reality
- ❖ Establishing a relationship in a challenging reality
- ❖ The art of asking questions
- ❖ Negotiating money
- ❖ Negotiating while doubting
- ❖ The special challenges posed by cross-cultural negotiation
- ❖ Negotiation & Influencing today, an updated view:
  - COVID-19 and Account Management
  - COVID-19 and Managing Remote Employees

# Teaching Method

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This course is founded on **experiential education methodology**, making presence and active participation in the class activities the foundations for a student's assessment.

The course is built as an interactive workshop that **combines discussions together with practice** of tools through exercises, simulations, and case studies.

A major objective is to see this skill tuned, with practice for the duration of the course, and results/outcomes are the focus of course assessment. Willingness to apply the methods and tools derived in the classroom in out-of-class/daily situations.

Class participation is balanced between **contribution and listening skills**; full participation in **negotiation exercises** and **simulations**

# Learning Objectives

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1. **Awareness-raising to the field of negotiation and influencing** and its power, based on the premise that we negotiate all day long and that everything is negotiable and negotiated.
2. To provide an **updated knowledge and tools for negotiating** in different situations.
3. To **challenge** the participants for a learning experience within the safety of a supportive group environment.
4. **To secure confidence** as a result of increased capacity to identify, prepare, implement and evaluate any given negotiation.

# Lecturers



## **Michael Tsur, Adv, Negotiation, Conflict management and collaborative law**

Michael Tsur is a **lawyer and an expert in negotiation, conflict resolution, crisis management and mediation**. He specializes in **executive coaching** of General Managers, Directors and Owners of companies in Israel and around the globe, working in particular on how to navigate complex negotiations and situations.

**Founder in 1996 of the Mediation & Conflict Resolution Institute in Jerusalem**, since 1999 Michael Tsur is a member of the Think-Tank for the IDF – Israel Defence Forces Hostage Negotiation Team.

Besides his many assignments in the international business arena, since 1996 Tsur is an Adjunct Professor at the Hebrew University of Jerusalem and has been collaborating with **Harvard University** (PON – Program on Negotiation), Hamline University (Minnesota), Cardozo School of Law (New York), Tbilisi University (Georgia) and Università Cattolica del Sacro Cuore – II level Master (Milan – Italy).

In 2011 Michael Tsur founded Shakla & Tariya, the first Institute for Negotiation Specialists - approaching negotiation as a stand-alone profession.



## **Lucrezia Reichlin, Professor of Economics at London Business School and Founder of Ortygia Business School (TBC)**

Lucrezia Reichlin is Professor of Economics at the London Business School, non-executive director of AGEAS Insurance Group and Eurobank Ergasias SA as well as Chairman & co-founder of Now-Casting Economics Ltd and a Trustee of the International Financial Reporting Standards Foundation. She is a columnist for the Italian national daily Il Corriere della Sera and a regular contributor of Project Syndicate. She is Chair of the Scientific Council at the Brussels based think-tank Bruegel, a member of the board of the Center for European Policy Research (CEPR) and of the Center for European Monetary and Financial Studies (CEMFI) in Madrid. She is a member of the Commission Economique de la Nation (advisory board to the French finance and economics ministers). Between March 2005 and September 2008 she was Director General of Research at the European Central Bank. She is a co-founder and director of Now-Casting Economics Ltd. She is a columnist for the Italian national daily Il Corriere della Sera. Reichlin received a bachelor's degree in economics from Università di Modena and a Ph.D. in economics from New York University. She has published numerous papers on econometrics and macroeconomics. She pioneered time series methods using large data-sets (big data). Her work on “now-casting” was the first to propose formal econometric methods for reading the real time data flow in order to produce timely estimates of the current state of the economy. These methods are now widely used by central banks and private investors around the world. Her papers have appeared in top scientific journals and had high practical impact. She is a Fellow (elected) of the British Academy, a Fellow of the European Economic Association a Fellow of the Center for European Policy Research (former research director) and member of the council of the Royal Economic Society.

# OUR ALUMNI'S EXPERIENCE



*«Extraordinary topics for getting out of routine talks or just leadership courses.»*

*Participant fall 2019 edition*

*«Innovative approach on negotiation.»*

*Participant fall 2019 edition*

*«The lecturer was excellent.»*

*Participant fall 2018 edition*

*« I appreciated the most the interactions with the teacher and the applicability of the topics discussed in the real life as well as in the professional one.»*

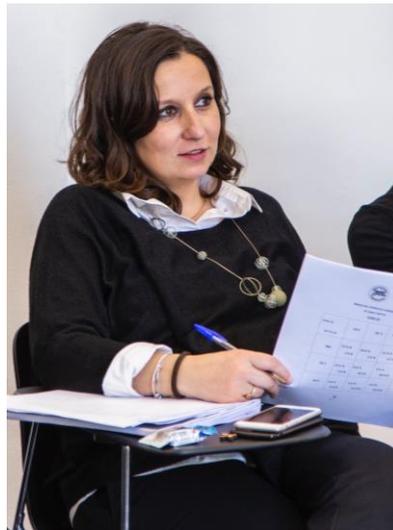
*Participant spring 2019 edition*

*«Mr. Tsur teaching method and course contents have been absolutely over the (high) expectations.»*

*Participant spring 2018 edition*

*“Teaching was the most useful I ever had in a Business School.”*

*Participant fall 2020 edition*



*“During my time at Ortygia Business School, I made the time to reflect in a new way on everyday work situations, pushing myself to think outside the box talking with people of different experiences”.*

**Federica Salomè**  
**SR MANAGER**

**ACCENTURE INTERACTIVE**  
*Participant spring 2019 edition*

*“The best takeaway of my journey at Ortygia Business School is that there will never be one and only solution for each problem but you need a method in order to decide in challenging time what to do. It's really worth it.”*

**Alessandro Terzulli**  
**CHIEF ECONOMIST**  
**SACE**

*Participant spring 2019 edition*



# Format

Edition of 2022 will include:

- ✓ 3,5 days of residential teaching
- ✓ 1 hour speech by the Economist Lucrezia Reichlin, Founder of Ortygia Business School
- ✓ 1 Company Visit
- ✓ 1 networking event with local business community and Italian startupper (tbd)
- ✓ 1 cultural experience
- ✓ 6 networking lunches&dinner

## Fees, Enrolment and Contacts

### Participant Fee: 4.000,00€ + VAT

Fee includes teaching, material, catering plus accommodation for the duration of the course and transfer from/to Catania Airport.

For more information, please write us at [info@ortygiabs.org](mailto:info@ortygiabs.org).

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	9:00 – 13:00 <b>Session 2</b> Prof. Tsur	9:00 – 13:00 <b>COMPANY VISIT</b> Prof. Tsur	9:00 – 10:30 <b>Session 5</b> Prof. Reichlin
			10:30 – 13:00 <b>Session 6</b> Prof. Tsur
13:00 – 14:00 Lunch	13:00 – 14:00 Lunch	13:00 – 14:00 Lunch	13:00 – 14:00 Lunch
14:00 – 18:00 <b>Session 1</b> Prof. Tsur	14:00 – 15:30 <b>Guided Tour</b>	14:00 – 17:00 <b>Session 4</b> Prof. Tsur	14:00 – 17:00 <b>Session 7</b>
	16:00 – 19:00 <b>Session 3</b> Prof. Tsur	19:00 – 20:00 Guest Speech	
18:30 Networking Aperitivo	20:00 Networking Dinner (optional)	20:00 Closing Dinner	

100% recommend  
the participation to  
the Mini Master



The logo for Ortygia Business School features the word "ORTYGIA" in a large, white, serif font. Below it, the words "BUSINESS SCHOOL" are written in a smaller, white, sans-serif font, enclosed within a white rectangular border.

# ORTYGIA

BUSINESS SCHOOL

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