



BANCO SANTANDER NEGOTIATIONS PROGRAM

May 10-12, 2011

UCLA Anderson School of Management
Los Angeles, California

A 3-day program that enhances participants' practical skills as negotiators, with a focus on their professional lives as university administrators.

Learning Objectives

- > Develop self-insight on negotiation skills
- > Learn to prepare for and effectively conduct negotiations
- > Learn to view negotiation as a learnable and improvable skill
- > Improve decision-making skills

Key Topics

- > Distributive and integrative context identification and negotiation strategies
- > Systematic and effective preparation for negotiation
- > Overcoming basic decision-making biases
- > Benefits of mutual gains negotiation
- > Enlarging the definition of negotiations
- > Understanding negotiation through action
- > Ethics and cross-cultural negotiations
- > Learning to manage group dynamics

Target Audience

Vice presidents of administration at select universities

Selection Process

To nominate an employee for participation in this program, please contact the Director of Banco Santander Universities.