

APRIL 4, 2024

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WOBI on
Negotiation



WOBI PRESENTS THE
EXCLUSIVE MASTERCLASS ON

NEGOTIATION
with

WILLIAM
URY

*One of the world's most influential
experts on negotiation*

In this masterclass you will learn:

- Understand the importance of negotiation in the modern workplace, recognizing the potential of conflicts as a catalyst for positive change
- Acquire the negotiation skills needed to develop win-win solutions for everyone involved, paving the way for strong and lasting relationships
- Discover how to engage with different stakeholders to formulate effective, fair, and innovative solutions



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ABOUT

William Ury

One of the world's most influential experts on negotiation

William Ury is one of the world's best-known negotiation experts, and author of *Getting to Yes*, the all-time bestselling book on the topic.

Co-founder of Harvard's Program on Negotiation, Ury has devoted his life to helping people, organizations, and nations transform disputes around the world into win-win agreements. He has served as a negotiation adviser and mediator in many of the toughest conflicts of our times, including wars in the Middle East, Colombia, Korea, and Ukraine. He has also consulted for the White House, the US State Department, and the Pentagon, as well as dozens of Fortune 500 companies. His latest book is *Possible: How We Survive (and Thrive) in an Age of Conflict*.



“How can we get what we really want and at the same time deal with the needs of others in our lives? Perhaps no human dilemma is more pervasive or challenging”.

William Ury



THURSDAY, APRIL 4th



90 min

(60 minutes keynote + 30 minutes Q&A)

EFFECTIVE COMMUNICATION

- A new “Path to Possible”: Strategies to transform tough conflict scenarios into opportunities for unparalleled growth
- “Going to the Balcony”: Identifying your objectives and ensuring emotional control to prevent overreacting when dealing with conflicts
- “Building a Golden Bridge”: How to listen actively, facilitate decision-making for the other party, and reach an agreement without giving in
- “The Third Side”: Engaging with the community to develop equitable and beneficial win-win outcomes for all stakeholders



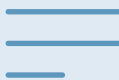
BENEFITS



Access to the Masterclass with William Ury



Access to the event recordings for 30 days



Opportunity to send questions and have them answered by William Ury during the session



Signed diploma of completion



Executive summary with the event highlights