Course
Negotiating innovation: ‘How to navigate your innovation through the valley of decision making’ (NEIN)

Lecturer
Dr. Arjen Verhoeff, Senior Policy Advisor and Research Coordinator of the Dutch Employers’ association AWVN, Den Haag, The Netherlands

Objectives
Negotiation skills are nowadays core to professional success in management positions. This interactive seminar offers you to develop negotiation skills by theoretical insights and practical knowledge. Innovations often do not succeed, and many do even not survive the process of decision making by the internal and external stakeholders involved. How to negotiate your way through this valley of decision making? Achieving innovation or operational excellence requires awareness of your own ability to deal with multiple or conflicting interests. You will develop an understanding of various negotiation styles and techniques, and participate in interactive negotiating settings. The seminar will give you a leading edge when conducting business negotiations, for instance for commercialization of technology.

Content
- Fundamentals of negotiation: principles, process, result
- Interests and roles of stakeholders in decision making
- Causes and consequences of open innovation
- Negotiating innovation in internal and external networks

Grading/Evaluation
Seminar paper (10-12 pages) with presentation
Topics for the seminar paper will be assigned at the first lecture

Attendance
Max. 24 students

Admission
Registration via WebUntis
Attendance at the first lecture mandatory
Attendance 80% of the time mandatory
If there are more applications than places, the allocation of places will be carried out in the first lecture.

Start and dates
The seminar takes place in blocks.
Friday, 2018/April/06: 13.30 – 20.15
Saturday, 2018/April/07: 08.15 – 18.45
Friday, 2018/April/13: 13.30 – 20.15
Saturday, 2018/April/14: 08.15 – 18.45
Friday, 2018/June/08: 08.15 – 18.30
Saturday, 2018/June/09: 08.15 – 18.45

Special Note