

Mastering Negotiation Through Body Language and Behavioural Insights

- Do you know how to decode body language to uncover the real intentions behind words during negotiations?
- Are you ready to apply behavioural psychology and decision-making nudges to gain an advantage at the negotiation table?
- Would you like to master the art of persuasion by reading, influencing, and responding to human behaviour more effectively?

Introduction

Effective negotiation is more than exchanging words—it is about uncovering the unspoken signals that reveal intentions, confidence, and hidden resistance. Research shows that the majority of human communication occurs through non-verbal cues, making it essential for professionals to sharpen their ability to interpret body language and apply behavioural insights. This program bridges the gap between what people say and what they really mean, equipping participants with the tools to read subtle cues, anticipate moves, and influence outcomes with precision. By integrating principles of negotiation psychology, behavioural science, and persuasive nudging techniques, participants will learn how to create win-win agreements while maintaining trust and authority. Whether negotiating with clients, colleagues, or stakeholders, this course provides practical strategies to elevate your confidence and effectiveness in every negotiation scenario.

Program Objective

This programme aims to:

1. Equip participants with the ability to interpret non-verbal communication for effective negotiation.
2. Develop skills to integrate behavioural science principles into negotiation strategies.
3. Enhance participants' capacity to align verbal and non-verbal cues for maximum impact and influence.

Learning Outcomes

After completing this programme, participants should be able to:

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1. **Decode Non-Verbal Cues:** Accurately interpret gestures, expressions, and other non-verbal signals to uncover hidden intentions in negotiations.
2. **Integrate Behavioural Insights:** Apply psychological principles and decision-making nudges to influence outcomes strategically.
3. **Enhance Negotiation Effectiveness:** Align verbal and non-verbal communication to foster trust and achieve desired results.

Methodology

Lectures, Case Studies, Practical Exercises, Group Discussion, Quiz, Role play.

Who Should Attend

This programme is designed for professionals and leaders who regularly engage in negotiation and aim to enhance their outcomes through advanced communication techniques.

1. **Corporate Leaders and Managers:** Seeking to master negotiation in leadership, conflict resolution, and decision-making.
2. **Sales and Business Development Professionals:** Looking to refine their influence and persuasion skills.
3. **HR and Talent Acquisition Experts:** Who negotiate with candidates and teams effectively.
4. **Legal and Contract Negotiators:** Needing precision in understanding and leveraging human behaviour in agreements.
5. **Entrepreneurs and Start-Up Founders:** Striving to secure partnerships, funding, or agreements with strategic impact.
6. **Anyone Interested in Personal Development:** Eager to enhance interpersonal communication and negotiation acumen.

Program Outlines

DAY ONE	
9:00am – 10:30am	Session 1: Understanding the Role of Communication in Negotiation <ul style="list-style-type: none">• The dynamics of verbal and non-verbal communication.• The 93% rule: Insights into the impact of body language and tone.• Identifying the gaps between spoken words and true intentions.
10:30am- 1:00pm	Session 2: Decoding Body Language <ul style="list-style-type: none">• Key non-verbal cues: Gestures, facial expressions, posture, and micro-expressions.• Interpreting emotions and intentions in professional contexts.• Practical exercise: Analysing non-verbal communication through video examples.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	Session 3: Psychology of Behaviour in Negotiation <ul style="list-style-type: none">• How behavioural science influences decision-making.• The psychological drivers behind negotiation behaviours.

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	<ul style="list-style-type: none"> • Understanding biases and their impact on outcomes.
3:30pm – 5:00pm	<p>Session 4: Practical Application – Non-Verbal Strategies in Action</p> <ul style="list-style-type: none"> • Role-playing negotiation scenarios to identify and respond to non-verbal signals. • Feedback session: Reviewing performance and identifying areas for improvement.
DAY TWO	
9:00am – 10:30am	<p>Session 5: Integrating Verbal and Non-Verbal Communication</p> <ul style="list-style-type: none"> • The power of congruence: Aligning words with body language. • Building rapport and trust through empathetic communication. • Effective storytelling as a persuasive tool.
10:30am- 1:00pm	<p>Session 6: Nudges and Behavioural Insights in Negotiation</p> <ul style="list-style-type: none"> • Introduction to nudging: Guiding decisions subtly. • Designing negotiations with behavioural cues for favourable outcomes. • Case study: Applying nudges in real-world scenarios.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Session 7: Adapting to Dynamic Negotiations</p> <ul style="list-style-type: none"> • Recognising and adjusting to shifts in body language and tone. • Managing difficult behaviours and resistance through calm and control. • Practical exercise: Simulating high-pressure negotiations.
3:30pm – 5:00pm	<p>Session 8: Secret Winning Negotiation – From No to Yes</p> <ul style="list-style-type: none"> • Turning Resistance into Agreement: Techniques to reframe objections and navigate through negotiation roadblocks. • Psychological Triggers for Persuasion: Leveraging behavioural insights to influence decisions and convert "no" into "yes." • Practical Strategies for Success: Proven methods to create win-win solutions and build lasting agreements.