

# Social Influence and Negotiations

*Science-backed methods for increasing your influence, generating more sales, and reaching the most optimal agreement*

Format: Corporate in-house program (In-person or online)

## Overview

Learning how to negotiate effectively is an essential skill to getting things done. Expanding your influence is vital for successful leadership. In this program, **we will teach you the theory and application behind the 7 science-backed ways to increasing your influence.** We will explore the psychology behind how most people make decisions. Further, we will practice negotiation strategies that will help maximize the value you will get from an agreement, achieve win-win outcomes in collaborative efforts, and resolve conflicts between one or more parties.

Lastly, we will cover the ethics behind exercising power and influence in order to harness them to achieve positive outcomes for the good of those who you lead and serve.



## Key Takeaways

- Understand the psychology behind how most people make choices. Learn the role of mental shortcuts in decision-making.
- Master the 7 science-backed ways of increasing influence and getting people to say, “Yes”, to your request

- Obtain the tools needed to successfully negotiate in different situations; Know how to effectively “slice the pie” in distributive negotiation scenarios and to “expand the pie” in integrative scenarios.
- Acquire the heart and mind of an ethical negotiator. Use influence as a tool to connect to your positive and highest values, and for the benefit of your team and those who you serve.

## Benefits of the Workshop

- Master the strategies and tools to expand your influence and gain the buy-in of stakeholders
- Effectively lead change initiatives within your organization
- Increase sales and maximize the value you and your clients get from the sales agreement

## Who Should Attend

*Professionals and executives* in any area of business who want to expand their influence and master negotiating with clients, colleagues, and other stakeholders

*Sales people* who want to improve their communication and maximize the value they get from business agreements

*Leaders* who want to make a bigger impact in their organization

## Investment: Two Packages

### I. **Intro Package:** Three-hour Intro Session

What you will learn:

- The psychology behind how most people make choices
- Two of the seven principles of social influence
- Posture when preparing for the two kinds of negotiations: distributive vs. integrative negotiation
- The power of having a strong *BATNA* (Best Alternative to a Negotiated Agreement)
- Ethics in social influence and negotiation

### II. **Five Half-Day Sessions:** 3 and ½ Hours per session

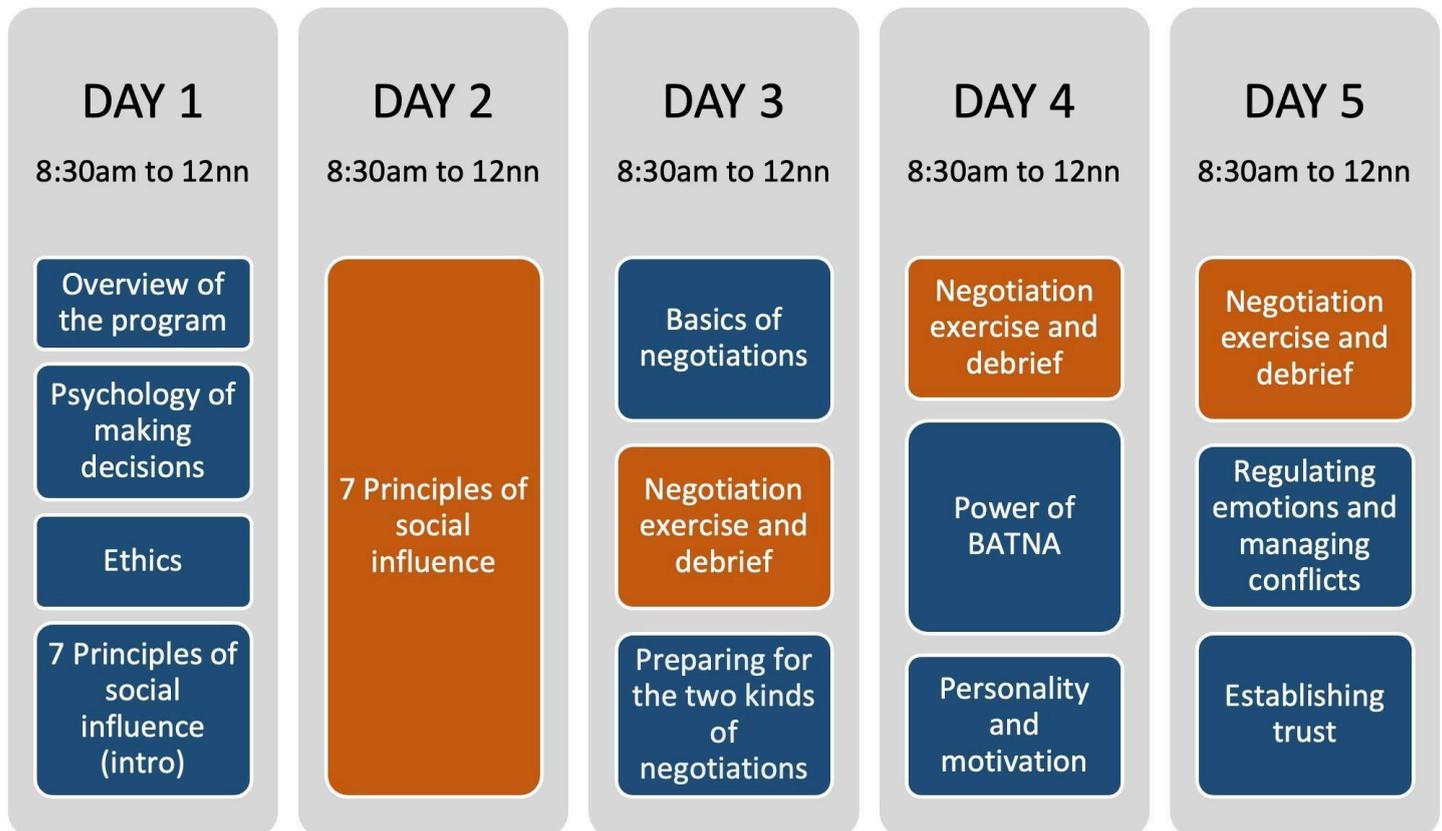
What you will learn:

- The psychology behind how most people make decisions
- The theory *and* application of the seven science-backed strategies to increasing your influence
- Preparing for a negotiation
- Distributive (claiming value) vs. Integrative (expanding the pie) negotiation

- The power of having a strong *BATNA* (Best Alternative to a Negotiated Agreement)
- Personality and motivation
- Regulating emotions and managing conflicts
- Establishing trust and building relationships
- Ethics in social influence and negotiation

## Sample Schedule: 5 Half-Day Program

*Note:* Sessions do not have to take place on consecutive days



## Program Facilitators



**Yasmin Gonzales**  
**Co-Founder | Partner**  
**Peak Performance Consulting Group**

Yasmin has a Master (ALM) degree from Harvard University, in Industrial-Organizational Psychology. She was awarded the Dean's List Academic Achievement Award for graduating with a 4.0 GPA.

Her research interests include intrinsic motivation, personal and organizational resilience, power and influence, and leadership.

Yasmin is also an adjunct faculty member at the Asian Institute of Management (AIM), teaching social influence and motivation.



**Joanne Endaya**  
**Co-Founder | Partner**  
**Peak Performance Consulting Group**

Jo has a Master in Business Administration (MBA) from Queen's University. Her strengths are in operations and people management.

Jo's mission is to help people discover their value and self-worth in becoming better and happier people.

Further, Jo is a business owner and a yoga teacher. She co-founded Happy Helpers, a professional cleaning company that provides livelihood for urban poor communities in Taguig.

## Contact Information

**Learn more about this program: Book a free consultation call**

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