

# Deal Maker™

THE NEGOTIATION GAME

[info@dealmakergame.com](mailto:info@dealmakergame.com)



01

A unique negotiation workshop

02

Do you have what it takes  
to be an effective negotiator?

03

Learning by doing

04

Distinctive features

05

A typical day

06

About us

01

# A unique negotiation workshop

***Deal Maker™*** is an advanced negotiation workshop that combines face-to-face negotiations with sophisticated information technology to create a highly realistic, intense and time-effective learning experience.

As often in real life, negotiations in **Deal Maker™** are embedded in ongoing business relationships. A state-of-the-art computer program evaluates your deals and tracks their ramifications for future negotiations. Relationships that span years in real life unfold in just a few — but very intense — days.

The wealth of experience gained during **Deal Maker™** will enable you to play the negotiating game with greater confidence and superior tactical finesse.

***Deal Maker™, like negotiating in real life, is not only challenging but can also be great fun.***



02

**Do you have what  
it takes to be an  
effective negotiator?**



Effective negotiators are inquisitive rather than argumentative. Experience enables them to recognize patterns where others only see chaos. They are keen observers of the negotiation process, and are acutely sensitive to subtle shifts in the psychology of their counterparts. Quiet confidence enables them to keep their composure under pressure. They are willing to take risks to achieve their goals, but their ambition is tempered by judgment. They combine clarity of strategic purpose with tactical finesse.

**Deal Maker™** is designed to provide three fundamental inputs to become a more effective negotiator:

- A clear analysis of the “mechanics” of negotiation
- Hands on practice in a realistic environment
- 360° feedback from fellow participants, sophisticated software and negotiation experts

***Deal Maker™ will help you discover your real strengths as a negotiator... as well as some of your “bad habits”!***

03

# Learning by doing





*The best way to learn about negotiation is to negotiate.*

*In Deal Maker™, you will negotiate with fellow participants, not with a computer.*

*Sophisticated information technology supports your face-to-face negotiations and enables you to negotiate creative deals in a highly realistic and evolving business environment.*



04

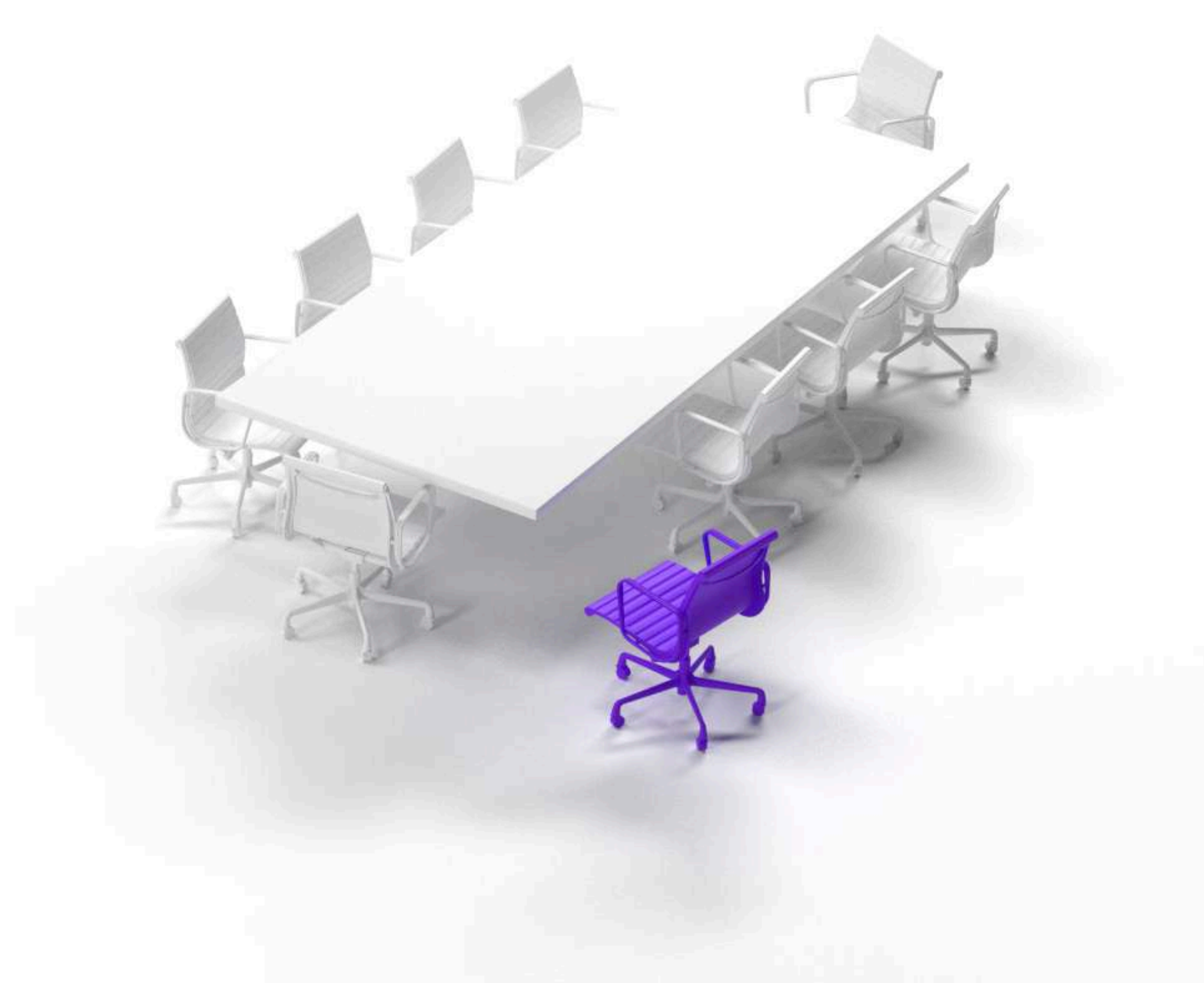
# Distinctive features

***Deal Maker™*** creates a much more realistic negotiating environment than traditional paper-based role-plays.



## Evolving business relationships

Traditional paper-based role-plays are static one-shot affairs. Negotiations in **Deal Maker™** are embedded in ongoing business relationships. As in real life, the objectives of negotiators, their perceptions and emotions will be affected by evolving interpersonal dynamics.





## Negotiate creative deals

**Deal Maker™** enables you to negotiate creative deals. As in real life, you may "invent" issues for negotiation, set your own agenda and explore creative ways to structure a deal. You are not simply selecting options from a pre-formatted agenda.





## Neginfo™

Negotiations are information driven. A key feature of **Deal Maker™** is that participants may search for additional information using a special tool called Neginfo™. And of course, they may learn a great deal from their counterparts as well.





## A highly realistic negotiating environment

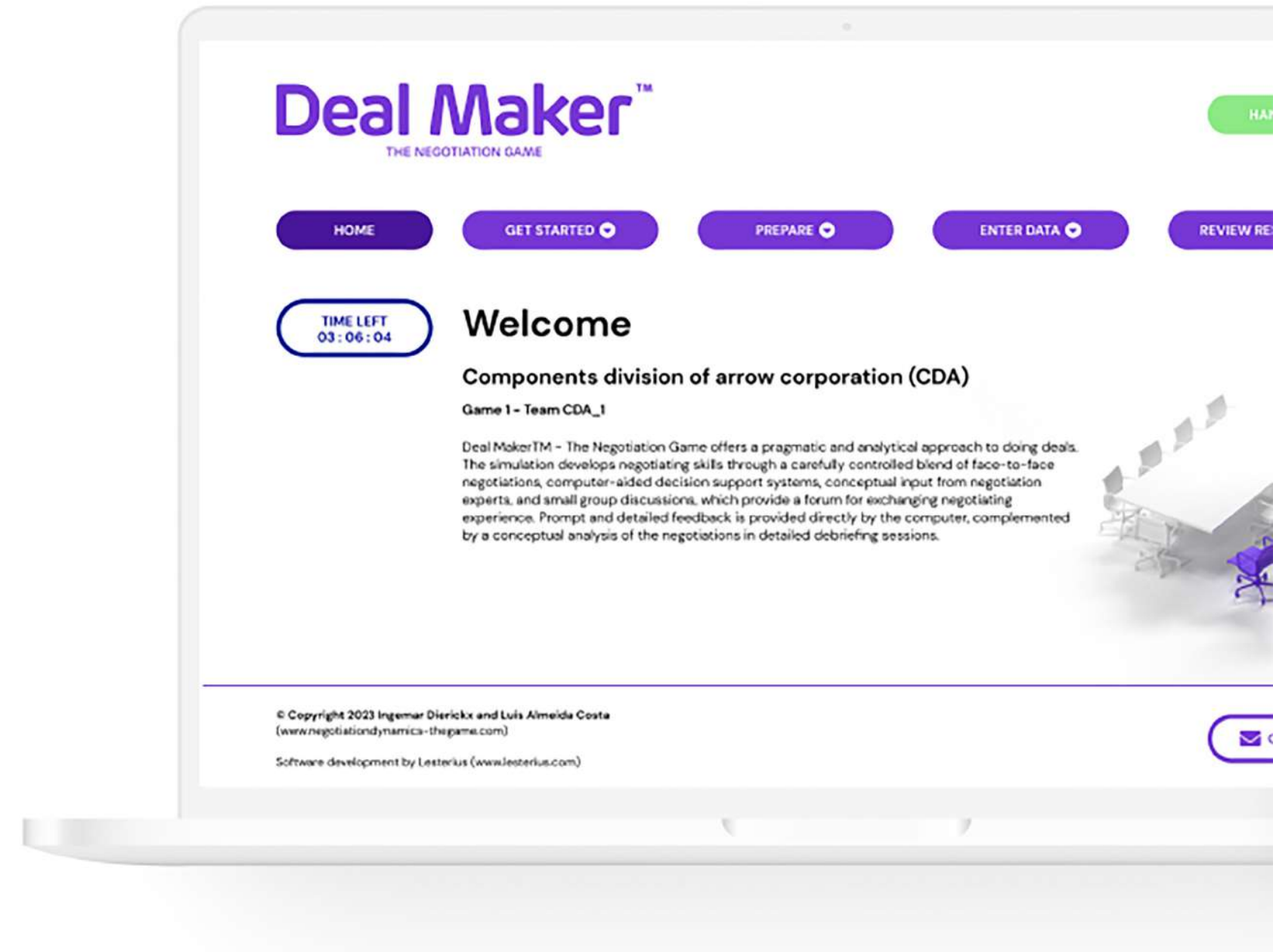
Information technology creates a highly realistic negotiating environment, tracks the consequences of your deals and of the decisions you make to implement them, and determines your bargaining position in future dealings.





## 360° Feedback

Throughout your learning experience, **Deal Maker™** provides exhaustive feedback. Negotiation experts offer informal tips and suggestions while you are preparing for negotiation. After reaching agreement, the computer provides detailed feedback about your deal. This is complemented by an in-depth analysis of key conceptual issues during the debriefing sessions. And towards the conclusion of the workshop you receive comprehensive process feedback from fellow participants.







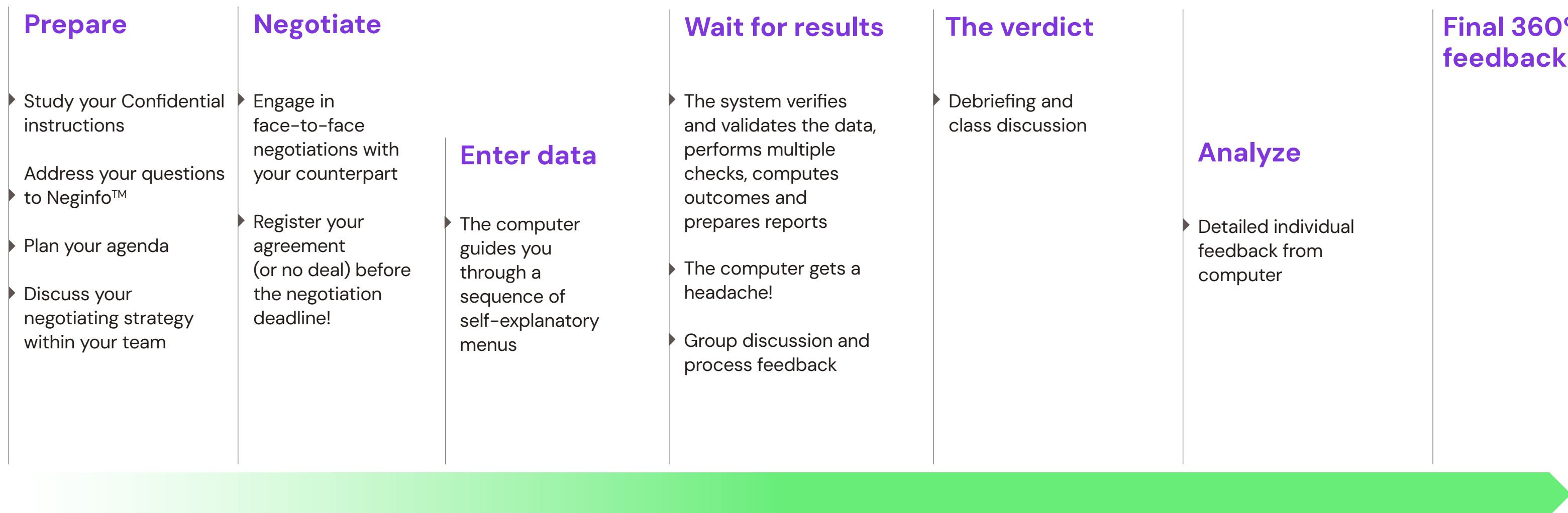
## Personal growth

*Deal Maker™* will enable you to discover some of your real strengths as well as, perhaps, some of your “bad habits” in a friendly and low-risk environment. You will learn to play the negotiating game with greater confidence and superior tactical finesse.



05

# A typical day



**NOW IT'S YOUR GAME: GET ON TO IT!**

06

# About us

**Deal Maker™** was designed by Professors Ingemar Dierickx and Luís Almeida Costa. The design builds on decades of negotiating and consulting experience for corporate clients, government agencies and high net worth individuals, as well as delivering hundreds of training workshops worldwide.



**Ingemar Dierickx**

Ingemar Dierickx holds a PhD (Business Economics) from Harvard University and an MBA from the Harvard Business School, where he was a Baker Scholar. He also holds law degrees from the Harvard Law School (LL.M.) and the Rijksuniversiteit Gent (Lic.Jur.).

He was Professor of Negotiation Analysis at INSEAD for nearly twenty-five years and subsequently joined The Moscow School of Management (Skolkovo) until 2010. Prior to joining INSEAD, he worked at the Division of Research, Harvard Business School and with Professor Schelling (2005 Nobel laureate, Economics) at Harvard University. His research on Negotiation Analysis and into the microeconomic foundations of Strategy has been widely published in scientific journals. He created INSEAD's executive program on Negotiation Dynamics and was its Director for fifteen years. At INSEAD, he received the award for Outstanding Teacher in the Elective Courses four times, as well as a special Lifetime Achievement Award for teaching excellence.

For more than three decades, he has advised clients in a broad range of industries including banking, insurance and reinsurance, consulting, accounting, legal services, travel, aerospace, the automobile industry, retailing, oil and gas, mining and metals, power generation, the pharmaceutical industry, telecommunications, television and entertainment, software development, commodity and specialty chemicals, as well as the public sector. As a negotiator, he has represented the interests of high net worth individuals, entrepreneurs and corporate clients. As a trainer and coach, he has delivered hundreds of highly successful negotiation workshops around the world.



**Luís Almeida Costa**

Luís Almeida Costa holds PhD and MSc degrees in Management from INSEAD and an undergraduate degree (Licenciatura) in Economics from Católica Lisbon School of Business and Economics.

He is a Professor and a Vice-President of the School Council at Nova School of Business and Economics. He is also a member of the Board of Trustees of Alfredo de Sousa Foundation and a NED of Nova Forum. Luís Almeida Costa also teaches, as a Visiting Professor, at INSEAD, at Tias School for Business and Society (Tilburg University), and at Solvay Brussels School of Economics and Management (Université Libre de Bruxelles). He taught for almost ten years at IMD, where he launched and was a Director of the Negotiating for Value Creation (NVC) executive program. Luís Almeida Costa has been designated the Best Teacher in several institutions where he has taught. His research, teaching and consulting focus on Negotiation and Strategy. His work has been published in several highly regarded scientific journals such as the Strategic Management Journal, Strategy Science, Journal of Economics and Management Strategy, Journal of Business, International Journal of Industrial Organization, Organization Studies, etc.

Luís Almeida Costa was responsible for many consulting projects and conducted hundreds of executive programs for companies and governmental agencies in several countries, such as Belgium, Brazil, Cape Verde, France, Germany, Great Britain, Hungary, India, Italy, Luxembourg, the Netherlands, Norway, Portugal, Singapore, Spain, Switzerland, Turkey, and the United Arab Emirates. He was honored by the President of Portugal with the title of Comendador of the Order of Prince Henry the Navigator.

# Deal Maker™

THE NEGOTIATION GAME

[info@dealmakergame.com](mailto:info@dealmakergame.com)