

International negotiation

Understand the codes. Negotiate with impact.

This course helps you understand the characteristics of international negotiations, adapt your approach and build lasting agreements by integrating cultural, human and strategic dimensions.



*Different cultures.
Shared opportunities.
Conversations that
open new horizons.*

“
People.
Ideas.
Decisions.”



Recognise these situations?

- A “yes” does not always mean yes; silence does not always mean no.
- The same behaviours are interpreted differently across cultures.
- A relationship mistake can cost more than a pricing mistake.
- You negotiate across varied regulatory, cultural and economic environments.
- Time pressure makes it harder to find a balanced agreement.



What we will understand

- Attitudes to time, hierarchy, consensus, conflict and commitment.
- Intercultural perception biases.
- How context and culture change a negotiation.
- Implicit codes in different regions of the world.
- The balance between interests, relationships and decision-making.



How we will work

- Prepare for stakeholders, issues and power dynamics.
- BATNA, concessions and timing.
- Intercultural role plays and scenarios.
- Analysis of real cases and simulations supported by AI.
- Group debriefs and a personalised action plan.



What will change in practice

- A better reading of international situations.
- Fewer interpretation errors.
- More effective negotiation adapted to the other party.
- More lasting agreements.
- A more open, agile and confident approach.



Who is it for?

Teams, managers, sales professionals, buyers, leaders and anyone working internationally.



Formats

Half-day
1 day
2 days



Our approach

Neuroscience • Practical methods
AI • Hands-on experience • Real cases



An international, cross-sector perspective

Examples and inspiration from different sectors and countries.



Request the detailed programme

Questions? Let's discuss your needs.