

# NEGOTIATION FOR WOMEN

LEADERSHIP AND CONFIDENCE  
IN COMPLEX ENVIRONMENTS



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## LEADERSHIP AND CONFIDENCE IN COMPLEX ENVIRONMENTS

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### | INTRODUCTION |

**In an environment that is constantly changing and where complexity increases daily, ADN Group offers an approach, dedicated to negotiators and women in business, on the subjects of negotiation, management and leadership.**

The “Negotiation for women: Leadership and confidence in a complex environment” programme was created by Marwan Mery, the founder and CEO of ADN Group, and Silvia Bravard-Meunier, a professional negotiator.

They have analysed the teachings and feedback on the experience of the hundreds of negotiations they have carried out over the past ten years. Their teachings are based on a practical pedagogical approach, that challenges preconceived ideas, especially those concerning female negotiators and managers. Participants will absorb and assimilate the methods and techniques using concrete cases, scientific analysis and training sessions.



*By having to confront situations, each participant will learn to identify and mobilise both their personal resources and professional methodologies.*

*Based on the PACIFICAT® reference, the “Negotiation for Women: leadership and confidence in complex environments” programme is complementary to any masterclass given by ADN Group.*

### | TUTOR |



#### SILVIA BRAVARD-MEUNIER

As graduate from an Engineering School and with a Masters from H.E.C Paris, Silvia Bravard Meunier negotiated, for years, in large retailing for Kronenbourg, before becoming the sales manager at B2B at Nespresso.

Today as vice-president of ADN Group, Silvia carries out negotiations with high-stakes and trains teams in negotiation and in sales techniques. She is the author of Boost your negotiation power and Sales at Eyrolles editions.



#### Boost your negotiation power

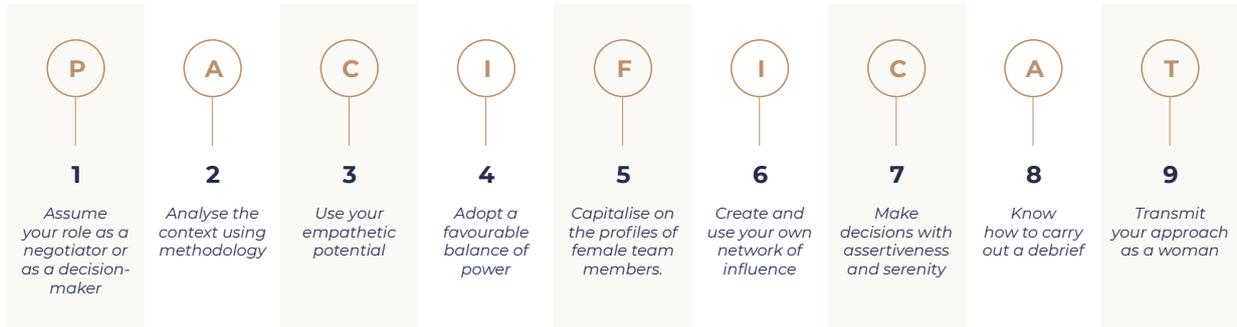
S. BRAVARD-MEUNIER  
& M. MERY  
EYROLLES, 2019



#### Sales

S. BRAVARD-MEUNIER  
& J. DURET  
EYROLLES, 2020

## | TRAINING COURSE TIMELINE |



## | PROGRAMME |

- P**
- ◆ Assume your role as a negotiator or decision-maker
  - ◆ Become aware of your power and exert your leadership
  - ◆ Counter an unfavorable personal power

- A**
- ◆ Analyse the context using methodology
  - ◆ Understand everyone's real motivations
  - ◆ Find a shared common objective

- C**
- ◆ Use your empathetic potential
  - ◆ Tame your ego better than others
  - ◆ Deal with misogynistic, players or paternalistic profiles

- I**
- ◆ Adopt a favourable balance of power
  - ◆ Dare to be ambitious and surpass the sensation of being an imposture
  - ◆ Choose a strategy that endorses your values

- F**
- ◆ Capitalise on the profiles of female team members
  - ◆ Demand to be viewed differently
  - ◆ Develop your leadership and steer the negotiation

- I**
- ◆ Create and use your own influence network
  - ◆ Build relations without ambiguity
  - ◆ Establish your credibility (verbal, non-verbal and posture) and legitimacy

- C**
- ◆ Make decisions with assertiveness and serenity
  - ◆ Close negotiations by spreading confidence
  - ◆ Unite all the participants in the signed contract

- A**
- ◆ Know how to carry out a debrief
  - ◆ Get things into perspective without self-flagellation
  - ◆ Help others grow

- T**
- ◆ Transmit your feminine approach
  - ◆ Being considerate and demanding without being maternal or authoritarian
  - ◆ Always stay one step ahead



## | TEACHING METHODS |

The Negotiation for Women: leadership and confidence in a complex environment programme takes up to 15 participants to privilege the participatory aspect and the capacity to share the experience. The tutor will alternate between a theoretic approach and practical exercises, that calls for direct implication in the course and a quick assimilation of the techniques.



## | COST |

The cost of the course includes:

- ◆ Preparation
- ◆ Course
- ◆ Course material



The course is eligible for the CPF or government funded training.



ADN is a certified training organisation, registered under the number 11755092475. The masterclasses and training courses can be eligible for government funding.



All the Negotiator's Agency's training courses answer the requirements of the June 30<sup>th</sup> 2015, Quality decree and can be referenced by all state funding organisations.



| BOOK OUR PRESTIGIOUS CONFERENCE ROOM |

EN OPTION

The masterclass can be held in Paris, at ADN Group's Headquarters, as an option. The cost is 1,000euros per day, including the large 40 m<sup>2</sup> conference room and a 20m<sup>2</sup> secondary room, the welcome coffee and all breaks included (excluding lunch), the use of equipment (broadband, TV, sound system, paper-board) and available material: pencils, paper, boards and drinks.



# ADNGROUP

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