

de Burgh

Negotiation Mastery for Lawyers

Simon Horton

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Introduction to Negotiation

Target audience: Trainees

Duration: 1 day

Common Issue

New to negotiation, find it mysterious.

Common Mistake

Very nervous, no idea where to start.

Solution

Provide structure and lots of practice

Course Content

- Quick-fire Negotiation Card Game
- The Harvard 5 Principles
- The 6 Steps of Negotiation
- Preparation
- 2 x Roleplays

Step-by-Step to Win-Win

Target audience: Associates

Duration: 3 hours

Common Issue

View negotiation as the
haggle

Common Mistake

Too soft: poor outcome
Too tough: no deal

Solution

Focus on creative,
interest-based outcomes

Course Content

- Getting Your Win
- Getting Inside Their Mind
- Finding the Win-Win
- Resolving Deadlock

Advanced Negotiation

Target audience: Senior Associates

Duration: 3 hours

Common Issue

Negotiating the edge cases

Common Mistake

Give up on win-win outcome too early

Solution

Proven creative strategies from master negotiators

Course Content

- Getting Your Outcome When They Have All the Power
- Negotiating When There is No Trust
- Complex, Multi-Party, Dynamic Negotiations

Winning Business at the Right Price

Target audience: Partners

Duration: 90 minutes

Common Issue

Not wanting to lose client
in competitive market

Common Mistake

Give too much discount
too quickly

Solution

Better strategies for
dealing with fee
conversation

Course Content

- Client Price Sensitivity
- Focus on Client Value
- Linking Price to Scope
- Negotiating on Things Other Than Price
- Responding to the Discount Request

Other Programmes

Target audience: All staff

Duration: 1-3 hours

Course Title

- Conflict Resolution
- The Hostage Negotiation Method of Persuasion
- Negotiation: The Golden Formula
- Everything You Need to Know About Negotiation in an Hour

Testimonials for Simon Horton

Well presented, thought provoking, stimulating and fun.

David Goldberg, King's Counsel

Simon was fantastic, he made the course really interesting and used lots of interesting examples. I wish the course was longer.

Lawyer, Latham & Watkins

Excellent speaker, best course in the City.

Vice-president, Barclays

Exceptionally useful, exceeded my expectations, it has been brilliant. Too many 'take aways' to mention. Simon has been brilliant. His style is inspiring.

L&D manager, IPC Media

My coaching with Simon was invaluable. He's a great sounding-board offering practical guidance, building confidence and helping to allay those niggling questions of 'can I do this?'. Highly recommended!

AJ, Head of Local Strategic Communications, Office for Security & Counter-Terrorism

Absolutely outstanding.

Jonathan Jay, M.D. at Nationwide Alliance of Business Owners

Simon Horton Bio

Simon Horton has been teaching Negotiation Skills for nearly 20 years, working with many of the top law firms in the world.

He is a Visiting Lecturer at Imperial College and the author of “The Leader’s Guide to Negotiation”, (Financial Times Press), and “Change Their Mind” (Pearson).

Some law firms he has worked with include:

- Clifford Chance
- Slaughter and May
- Macfarlanes
- Holman Fenwick Willan
- Farrer & Co
- Latham & Watkins
- White & Case
- Clyde & Co
- Ropes & Gray
- Shearman & Sterling
- Goldman Sachs
- American Express
- Qatar Investment Authority
- Saudi Space Agency