

MGA

The Mutual Gains Approach



Moving from compromise to creative solutions

Benefits

- Learn a structured method for preparing, conducting, and monitoring negotiations.
- Practice applying a systematic negotiation approach in real scenarios.
- Build constructive behavioral and interpersonal skills to enhance your performance.

Objectives

- Manage constructively the tension between the competitive and cooperative aspects of negotiation.
- Assess your negotiation style and understand its impact.
- Use a structured framework to prepare, conduct, and follow up on negotiations.
- Build practical and sustainable agreements.

Target Audience

- For professionals in any sector who are required to negotiate as part of their role. We cover the full spectrum of negotiations, including commercial, financial, social, managerial, political, and geopolitical contexts, among others.

Teaching

- A 100% practical training program based on real-life cases and simulations.
- Each participant leaves with a personalized action plan.

OPEN* | IN-HOUSE

2 290,00 €

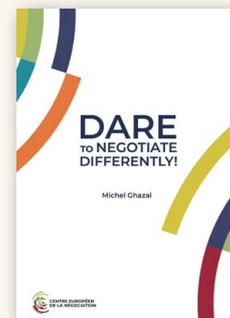
- 2 days of training
- 2.5-hour remote follow-up session (field application feedback)
- 1 hour of individual coaching

Pre-requisite

- None

Included in the Training

- Knowledge assessment test
- A complimentary book: *Dare to Negotiate Differently!*



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Programme

1. Develop a Strategic Approach to Negotiations
 - Master the 7 key elements of the method
 - Use the complete preparation guide
2. Create a Favorable Climate
 - Overcome personal communication barriers
 - Master the keys to active listening
3. Move Beyond Positional Conflicts
 - Avoid power struggles
 - Defend your interests while uncovering those of the other party
 - Apply objective criteria
 - Encourage the other party to follow the same rules of the game
4. Invent Creative Solutions
 - Overcome personal blocks to creativity
 - Seek solutions that provide mutual benefit
 - Avoid unnecessary concessions while reconciling differences
5. Manage Emotions Effectively
 - Respond effectively to personal attacks and anger
 - Regulate emotions and avoid ineffective reactions
6. Counter Bad Faith
 - Recognize common tactics and expose them
 - Defuse blackmail, threats, and manipulative behaviors
 - Use metacommunication to guide interactions
7. Increase Your Negotiation Power
 - Identify and evaluate your Best Alternative to a Negotiated Agreement (BATNA) and that of the other party
 - Overcome fear of failure to strengthen your negotiating position
8. Diagnose Your Negotiation Style
 - Identify your personal attitudes and tactics
 - Define your negotiator profile
 - Evaluate your strengths and areas for improvement

Dates 2026

Brussels

- MGA 06/26-Brussels : 18, 19 June + 18 Dec.
- MGA 09/26-Brussels : 29, 30 Sept. + 24 Nov.

Geneva

- MGA 10/26-Geneva : 13-14 Oct. 08 Dec.

Madrid

- MGA-Madrid : 11, 12 June + 25 sept.
- MGA-Madrid : 29, 30 Sept. + 24 Nov.



**CENTRE EUROPÉEN
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