

Friday, February 17, 2017

ICLE: Speaker Series

GAIN THE EDGE!®

NEGOTIATION STRATEGIES FOR LAWYERS

6 CLE Hours

1 Ethics Hour | 1 Professionalism Hour | 1 Trial Practice Hour



Featuring Marty Latz, national negotiation expert and author of *Gain the Edge! Negotiating to Get What You Want*.

ABOUT THE SEMINAR

You negotiate every day. In fact, your ability to effectively negotiate may be the most critical skill you possess. Yet most negotiate instinctively or intuitively. This seminar will help you approach negotiations with a strategic mindset.

Martin Latz is one of the nation's leading experts and instructors on negotiating techniques. A Harvard Law honors graduate, Marty will help make YOU a more effective lawyer.

"Easily the best CLE presentation I have attended in 39 years as an attorney. The content, presentation and passion were superb."

—Steve C. Johns, Heartland Business Exchange, Kansas

ABOUT THE SPEAKER

Renowned negotiation expert Martin E. Latz, founder of the Latz Negotiation Institute, has trained over 100,000 lawyers and business professionals around the world to more effectively negotiate.

Latz has been an adjunct professor since 1995 teaching Negotiation at Arizona State University College of Law.

Latz has also negotiated for the White House, nationally and internationally, on the White House Advance Teams.

AGENDA

7:30	REGISTRATION AND CONTINENTAL BREAKFAST (All attendees must check in upon arrival. A jacket or sweater is recommended.)	10:25	DISCUSS NEGOTIATION STRATEGIES, INCLUDING: •Using objective criteria with "tough negotiators" •Using timing to your advantage.	1:30	DISCUSS NEGOTIATION STRATEGIES, INCLUDING: •Problem-Solving vs Competitive Strategies •Impasse-Breaking Strategies •Countering "Negotiation Games"
8:15	INTRODUCTION: The "Car Negotiation Story"	11:10	DISCUSS NEGOTIATION STRATEGIES, INCLUDING: •Designing offer-concession strategies •Controlling the agenda	2:30	NEGOTIATION ETHICS – PART II, INCLUDING DISCUSSION OF THE "FALSE PROMISE" SCENARIO AND ITS: •Morality – is it right or wrong? •Ethics or Legality – does it cross the legal or ethical line? •Effectiveness – does it work?
8:25	DISCUSS LATZ'S GOLDEN RULES OF NEGOTIATION • Setting aggressive – yet realistic-goals • Information is power – so get it! • Increasing leverage by strengthening your alternatives.	11:40	Lunch (Included in registration fee)		
9:45	BREAK	12:05	PREPARE TO NEGOTIATE SIMULATION, INCLUDING: •Learning information-gathering techniques •Analyzing interests vs. positions •Creatively generating option	3:00	ADJOURN
9:55	NEGOTIATION ETHICS – PART I, INCLUDING DISCUSSION OF STALKING HORSE SCENARIO AND ITS: •Morality – is it right or wrong? •Ethics or Legality – does it cross the legal or ethical line? •Effectiveness – does it work?	12:35	NEGOTIATION SIMULATION		
		1:05	ANALYZE NEGOTIATION SIMULATION, INCLUDING •Evaluating Lessons Learned – what worked and what didn't.		
		1:20	BREAK		



LOCATION

IN PERSON:

STATE BAR OF GEORGIA HEADQUARTERS

104 Marietta Street NW • Atlanta, Georgia

For Directions Please Visit <http://www.gabar.org/>

To make hotel room reservations, call:

Embassy Suites phone: 1-800-Hiltons | The Glenn phone: 404-521-2250

Hilton Garden Inn phone: 404-577-2001 | The Omni phone: 404-818-4334 | Home2Suites Hilton phone: 404-965-7992

Ask for the State Bar of Georgia's negotiated corporate rate.

CANCELLATION POLICY

Cancellations reaching ICLE by 5:00 p.m. the day before the seminar date will receive a registration fee refund less a \$15.00 administrative fee. Otherwise, the registrant will be considered a "no show" and will not receive a registration fee refund. Program materials will be shipped after the program to every "no show." Designated substitutes may take the place of registrants unable to attend.

SEMINAR REGISTRATION POLICY

Early registrations must be received 48 hours before the seminar. ICLE will accept on-site registrations as space allows. However, potential attendees should call ICLE the day before the seminar to verify that space is available. All attendees must check in upon arrival and are requested to wear name tags at all times during the seminar. ICLE makes every effort to have enough program materials at the seminar for all attendees. When demand is high, program materials must be shipped to some attendees.

THREE WAYS TO REGISTER: check the ICLE schedule on the web at www.iclega.org

Mail: ICLE • P.O. Box 1885 • Athens, GA 30603-1885 (make check payable to ICLE)

Fax: 706-354-4190 (credit card payment must accompany fax to be processed)

Online: iclega.org (credit card payment only)

Duplicate registrations may result in multiple charges to your account. A \$15 administrative fee will apply to refunds required because of duplicate registrations.

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Questions? Call ICLE Atlanta Area: 770-466-0886 • Athens Area: 706-369-5664 • Toll Free: 1-800-422-0893

NEGOTIATION STRATEGIES FOR LAWYERS | February 17, 2017 | 9450

EARLY REGISTRATION: \$225

ON-SITE REGISTRATION: \$255

NAME _____ GEORGIA BAR # _____

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(To receive seminar notification and registration confirmation by email only.)

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I am sight impaired under the ADA and I will contact ICLE immediately to make arrangements.

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I am unable to attend. Please send ICLE program materials and bill me for the cost of materials only.

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