

# *Become a Master Negotiator Keynote*

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***“You can't solve a problem with the same kind of thinking that created it.”***  
— Albert Einstein

***It is this same innovative approach that is at the heart of all successful negotiations.***

Studies show that today's professionals spend up to twenty-five percent of their time negotiating and resolving conflicts. Therefore, the success of these professionals rests heavily on developing effective negotiating skills.

In this presentation, you will learn how to come to the table incredibly well prepared in order to negotiate more effectively with the people you work with both inside and outside your organization. You will learn how to resolve conflicts creatively, and to make sure that the message you want to get across is the message received.

## ***By the End of this Presentation You will:***

1. Have identified your preferred negotiating style and have more confidence in when to use it and when not to use it.
2. Know how to gain a better understanding of the other person's needs.
3. Know when to confront conflict and when to ignore it.
4. Know how to change a lose-lose situation into a win-win relationship.

Dr. Brad McRae gave a presentation to our North Florida MPI Chapter entitled *The Seven Strategies of Master Negotiators*. Since his presentation was part of our Platinum Level Presentation Series, the expectations were very high. **Brad hit a home run with ratings of 6.5 out of 7 on content and 6.7 out of 7 on style.** — Anne Urban, 2005-2006 North Florida Chapter President, Meeting Professionals International

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Dr. Brad McRae, CSP, is the Director of the Atlantic Leadership Development Institute and has helped organization and individuals achieve peak performance for the past 25 years. He is also the author of eight books including *The Seven Strategies of Master Negotiators*, *The Seven Strategies of Master Presenters*, *Are You Managing Your Career or Is Your Career Managing You* and has sold over 100,000 books in North America, Australia, Europe, Asia and the Caribbean. He is also a graduate of Harvard Business School's Leadership Best Practices Program.