

KAIST PMBA Program

Columbia Business School Executive Education
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Program Outline:

I. Effective Negotiations

Key questions

- *How can I collaboratively create value and also make sure I claim my share?*
- *How can I preserve relationships without accepting an awful deal?*
- *How can I prevent myself from being exploited?*
- *How can I diagnose, build, and leverage bargaining power?*
- *Should I make the first offer?*
- *What information should I seek? What information should I reveal?*

Session outline

- Introduction and role play case
Working in pairs, participants complete a role play negotiation
- Basic concepts and case debrief
- Distributive bargaining: Pitfalls and good practices
 - Before, including goal setting, compass building, and exchange planning
 - During, including concessions and counter-offers, meta work
 - After, including codifying a deal
- Optional second role play and debrief (time-permitting)
- Integrative bargaining: Pitfalls and good practices
 - Before, including goal setting and anticipating tradeoffs
 - During, including trust building and integrative tools (e.g., contingencies)
 - After, including post-settlement settlements
- Conclusion
 - Central takeaways
 - Suggestions for ongoing development

II. Strategic Intuition

How Aha! Really Happens...

In times like these, it's likely that what you're doing now won't work in the future. You need to innovate. But how? You need a creative idea that's also strategic, that you can take action on right away. Strategic Intuition offers a powerful set of ideas, methods and tools for innovation based on the latest breakthroughs in modern neuroscience, principles from classical military strategy, and surprising truths about how great achievements in business and other fields actually happen.

The key to creative ideas for strategy is a flash of insight: when your mind is relaxed and connects the dots. Modern science now reveals how these flashes of insight happen. It's a special form of intuition, called "strategic intuition," because it gives you an idea for action – a strategy. This program helps you understand how strategic intuition happens and how you can do it better for business problems of any kind.

The program consists of 4 sessions. There are no pre-readings; during the sessions we use a series of handouts that summarize key points, cases, and tools. Each session mixes in-class and small group exercises with lecture and discussion.

Key takeaways

- understand how flashes of insight work in the mind to create new ideas
- recognize the four steps of strategic intuition in action
- apply a team tool for strategic intuition to business problems of all kinds
- understand ten lessons of strategic intuition for company culture.
- apply strategic intuition to leadership in any field of work
- understand the link between organizational and personal strategy
- apply a method to plan for organizational or personal opportunity
- learn a method for maintaining the right frame of mind to see opportunity

■ 2016 PMBA Global Field Trip_Schedule

Date	Activities	
8/1(Mon)	Company Visit	
	1. Samsung Electronics 837 center	
	2. SOHO Retail store visit (Chobani, Apple store, Warby Parker, Nike Lab Store, etc)	
	3. Downtown/ Wall Street financial district tour	
8/2(Tue)	Columbia Lecture (Negotiation and Strategic Intuition Program)	
	Prof. Bontempo	Negotiation
	Cultural Experience	
	Musical (Les Miserables / The Phantom of the Opera)	
8/3(Wed)	Columbia Lecture (Negotiation and Strategic Intuition Program)	
	Prof. Duggan	Strategy
	Wrap up Dinner	
8/4(Thu)	Company Visit (Uber)	
8/5(Fri)	Independent Study	