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## Fortune 25 Global Technology Company

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CBI has been working for the last several years with a Fortune 25 global technology company to create and deliver Advanced Negotiation training to audiences in the US, Asia, and EMEA. We initiated the engagement by working with senior leaders in the Indirect Procurement group, and after an enthusiastic response have helped the organization to bring the Mutual Gains curriculum and tools to negotiators and managers from Direct Procurement, Global Operations, Human Resources, Logistics, and other business-critical groups. The training curriculum has been developed in close consultation with stakeholders inside the organization, and is designed as a set of 3-4 hour modules that can be assembled and tailored to meet varied needs. The modules delivered to date include: Assessing Individual and Organizational Challenges, Achieving Savings While Protecting Relationships, Persuasion and Influence, Understanding Sources of Value, Coaching Others in Negotiations, and Negotiation Across Culture.

In addition, a cross-cultural team from CBI is conducting research that includes interviews with senior executives in four countries in order to deliver a working paper that will inform more effective negotiation practices for groups working with suppliers and partners in Japan, Korea, and China.

To supplement the existing intermediate and advanced courses, CBI will soon enable all company employees to access an introductory, self-guided computer-based training on the Mutual Gains Approach. CBI is also helping the company to consider how it might use new web-based tools and information-sharing procedures in an effort to learn more systematically from the experience of its negotiators worldwide.

Collectively, these efforts have helped the organization to build capacity across its business groups on a global scale, and have set the stage for new knowledge management systems that will help negotiators to achieve consistently better results in its mission-critical negotiations.

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For more information on this case, please contact [CBI](#).