

The Art of Negotiation and Influence

فن التفاوض والتأثير

#معاً نصنع الأثر
Together we make impact





Prof. Roberto Ordonez

internationally recognized leader in negotiation, influence, leadership, and strategic decision-making, with more than 20 years of global experience



8,400
Exclude VAT



4-5 OCT
2026

The Negotiation & Applying Influence Program is an executive leadership program designed to strengthen participants' ability to negotiate effectively in complex organizational environments. The program equips leaders with practical frameworks to prepare for negotiations, understand stakeholder interests, build influence, manage difficult conversations, and reach sustainable agreements that create long-term value for both the organization and its stakeholders.

Program Objectives

- Understand the principles of strategic negotiation.
- Analyze stakeholders' interests, motivations, and priorities.
- Build effective negotiation strategies before entering negotiations. Develop influence and persuasion skills.
- Manage objections, conflicts, and difficult conversations professionally.
- Reach sustainable agreements that support organizational objectives. Increase confidence in leading internal and external negotiations

Target Audience

- Executive Leaders
- Department Managers
- Project Leaders
- Partnership & Institutional Relations Managers
- Business Development Professionals
- Procurement & Contract Managers
- Professionals involved in complex internal or external negotiations

Learning Outcomes

- Prepare comprehensive negotiation strategies.
- Analyze negotiation situations objectively.
- Understand stakeholder interests and alternatives.
- Influence decisions using ethical persuasion techniques.

DAY ONE Sun, 04 Oct		DAY TWO Monday, 05 Oct	
09:00 – 09:20	Opening Remarks & Program Introduction	09:00 – 09:20	Review of Day One
09:20 – 10:20	Introduction to Strategic Negotiation	09:20 – 10:20	Influence, Persuasion and Building Trust
10:20 – 10:45	Coffee Break	10:20 – 10:45	Coffee Break
10:45 – 11:20	Negotiation Fundamentals and Core Principles	10:45 – 11:20	Managing Resistance and Difficult Conversations
11:20 – 12:00	Understanding Interests vs. Positions	11:20 – 12:00	Interest-Based Negotiation & Creating Shared Value
12:00-12:45	Prayer and Launch Break	12:00-12:45	Prayer and Launch Break
12:45 – 01:30	Analyzing Stakeholders and Negotiation Dynamics	12:45 – 01:30	Collaborative Negotiation Techniques
1:30 – 3:00	Building Effective Negotiation Strategies (Includes Exercises)	1:30 – 3:00	Advanced Negotiation Simulation & Role Play
3:00-3:45	Practical Negotiation Simulation	3:00-3:45	Advanced Negotiation Simulation & Role Play
3:00 – 4:00	Reflections End of Day One	3:00 – 4:00	Reflections End of Day Two

Classroom Sessions
Discussion Groups \ Activity
Time
Break/Meal

About the Financial Academy

Excellent Work Groups

Training at the Financial Academy gives you the opportunity to join and interact with carefully-selected groups of peers, who work at different organizations and job levels. This pool of diverse perspectives will enrich your learning experience and expand your professional network within the financial sector.



An Optimal, Have-It-All Learning Environment

The Academy's facilities offer a unique learning environment, featuring high-quality training rooms equipped with cutting-edge technologies, spacious shared lounge areas, latest technology, dining facilities and a variety of other amenities. Prayer rooms for men and women are available as well.



Easy-to-Reach Offices

The Financial Academy is easily accessible, being directly connected to King Abdullah Financial District (KAFD) Metro Station via a pedestrian bridge. It is alternatively easy to reach using ride-hailing apps or private cars: Once you get to KAFD, head to Building No. 2.07 through Area 2.



At the Heart of KAFD

Being situated at KAFD where most of the financial sector organizations are near, the Financial Academy's location is unique and strategic. Plus, the place is known for being a business and entertainment hub where many cafes and restaurants are located, making the learning experience more thrilling and enjoyable thanks to the exciting surroundings.



Connecting and Learning.

Though it comes from within, transformation often requires a catalyst. And for many business leaders, the Financial Academy (FA) professional training programs and development activities have been that catalyst. Here, you're fully immersed in a transformational living-learning experience, networking with gurus from around the world, and engaging in programs led by prominent local and international financial industry experts . It's a holistic experience that will enrich and develop your career - and your life.

ADMISSIONS

We admit candidates to specific sessions on a rolling space available basis, and encourage you to apply as early as possible. Although most programs have no formal educational requirements, admission is a selective process based on your professional achievement and organizational responsibilities.

FOR MORE INFORMATION

<https://fa.gov.sa/en?language=en>

FOR A PERSONALIZED CONSULTATION

The Financial Academy

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