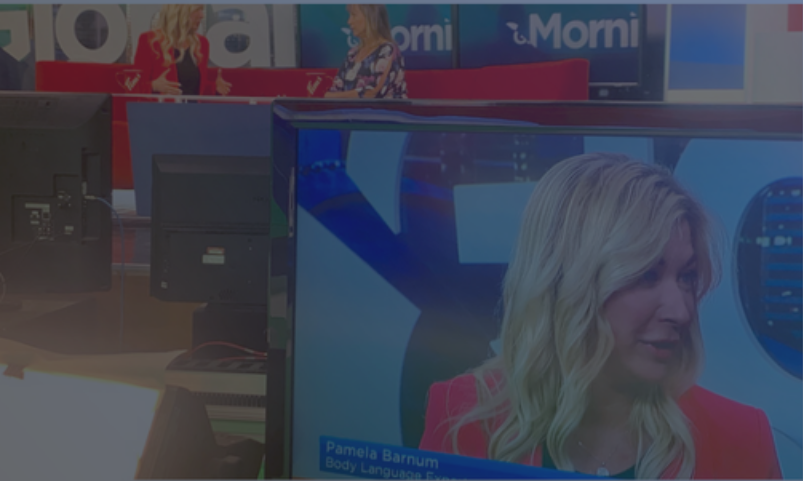




STRATEGIC NEGOTIATIONS

Innovative Approaches to Enhance Trust



Workshop Proposal



PAMELA BARNUM MPA, JD
THE TRUST AGENT

Trust Strategist & Nonverbal Communication Expert



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Course Objective

Attendees will learn to communication skills that will significantly improve success during negotiations. A focus on decoding body language and speech patterns will be reviewed and practiced throughout each module.

Course Content Includes:

Part 1 – Foundation

The Neuroscience of Communication

Objective: Learn how we influence others during negotiations using verbal and nonverbal cues.

- Why we attach meaning.
- The role bias plays.
- Why context is critical.

The Role of Emotional Intelligence

Discover what the other party really wants (not always what they say they want).

- How perspective taking leads to trust.
- How empowered empathy is different from agreement or sympathy and why it is necessary for all successful negotiations.

Part 2 – Practice

Interactive Game – visual examples of nonverbal techniques that will be discussed.

Objective: Studies show that combining kinaesthetic, auditory, and visual cues allows participants to recall over 70% more information months later.

- Ten questions customized for the attendees with “True or False,” “A or B” questions.
- Participants are asked to identify the correct answer.



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Part 3 – Techniques

Deep Dive into the 3D Negotiations Techniques

Objective: Learn best practices for negotiators that will optimize success, increase trust, and facilitate growth potential.

Display

- Best personal practices for negotiators that improve outcomes:
 - Mirroring – the importance of tone and cadence (verbal).
 - Nonverbal mirroring – the fastest route to rapport at the beginning of the negotiations.
 - How to gather critical information during the negotiation using repetition, active listening, and rapport building strategies.
 - How to use curiosity to get people talking and build rapport during negotiations.
 - The power of silence and when to use it.

Engage

With a partner, practice mirroring, repetition, curiosity, and silence techniques.

Decode

- Proven techniques to interpret critical cues during negotiations.
 - Identify when your counterpart's speech patterns and how to use this information to influence the negotiation.
 - The importance of labeling to defuse aggression and control negotiations.
 - How to deescalate confrontational people during negotiations.
 - How to reinforce positive emotions to influence negotiation outcomes.
 - Learn to identify misalignments your counterpart.
 - In group settings, learn which person(s) to pay attention to and why.

Engage

With a partner, practice speech pattern variations coupled with labelling. What did you learn about the other person that will help you succeed in the negotiation?



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Detect

- Better detect deception and effectively address conflict during negotiations.
 - How to use an agenda filter for auditing negatives at the beginning of negotiations.
 - Understand what a baseline is and how it affects negotiations.
 - Identify the behavioral cues and clusters that reliably indicate deception.
 - Learn three nonverbal and three verbal cues that indicate deception in real- time.
 - What someone lying to you discloses you about yourself, and how to use that information to impact the negotiations.
 - How to create the illusion of control to trigger reciprocity.
 - How perceived fairness and deadlines negatively impact negotiations and what to do about it.

BONUS: Bargaining as a last resort.

- Getting to “no” and why it is more important in negotiations than getting to “yes”.
- The importance of 65, 20, 10, and 5 in negotiations.

Q&A is built into each segment of the outline. In addition, Pamela is available for additional Q&A following the course.

Executive Summary

Research reveals that nonverbal communication accounts for most communication in our personal and professional lives. Yet we spend almost no time learning how to display, decode, and detect messaging outside of the spoken word.

Studies confirm that the higher the level of trust, the more successful the negotiated outcome. Nonverbal communication is a significant data source used to make decisions around trust and confidence.

Professionals interested in negotiating that moves beyond individualistic motivational mantras or formulaic "getting to yes" strategies, will receive actionable tools that lead to successful outcomes.

Workshop attendees will have the opportunity to test each technique in a low-stakes environment to enhance performance during complex negotiations.

PRESENTATION STYLE

Pamela uses an action-oriented presentation style, incorporating fascinating and memorable stories with interactive and engaging content customized for each audience. Attendees will have the opportunity to try the skills they learn and ask questions throughout the presentation and during a Q&A at the end.

CLIENT COMMITMENT

This workshop can be customized for a 3-hour presentation or a 4-hour presentation with longer practice sessions and small breaks. If a keynote is desired, the macro learning components will be shared and illustrated with relevant stories.



PAMELA BARNUM M.P.A., J.D.

THE TRUST AGENT

Former Undercover Police Officer & Federal Prosecuting Attorney
Trust Strategist & Nonverbal Communication Expert

Pamela provides actionable strategies to help you negotiate, influence, and build trust through intentional communication and nonverbal cues.

Bio

Imagine what it would be like to live as a different person with a different name, identity, and background. For months at a time, you're living with a false identity, and your success depends on building trust and detecting deception with some of the most dangerous people imaginable. That's precisely what Pamela Barnum did for years working undercover in the Drug Enforcement Section. She learned real-world techniques for building trust and interpreting body language.

When Pamela graduated from law school, she left policing and accepted a position as a federal prosecuting attorney. She spent countless hours in the courtroom, perfecting her proficiency as a trust strategist and body language expert.

Following a successful 20-year career in the criminal justice system, Pamela studied corporate negotiations in graduate school. Now, she shares her expertise with others, teaching them how to improve their communication skills to increase trust inside corporations, associations, and law enforcement agencies.

As a nonverbal communication expert and trust strategist, Pamela delivers techniques once thought of as a "secret second language" that participants can begin using immediately.

Take decades of experience, including working deep undercover in narcotics, followed by a rewarding legal career, and you get real-world strategies that help participants crack the code on trust and improve professional relationships using proven field-tested techniques.

Pamela shares her experience, research, and expertise with humor, candor, and energy, blending actionable strategies with memorable stories.

She is also a featured expert and contributor in print media, radio and television news programs in Canada and the United States. She has appeared in person in front of audiences ranging from 50 - 12,000 and on countless virtual stages.

Trusted Contributor & Featured Expert



THE TOP 5 REASONS LEADERS BOOK PAMELA

5. Unique Point of View

Pamela's 20+ years experience in the criminal justice system as an undercover police officer and federal prosecutor equates to field-tested strategies that are proven to work.

4. Fascinating Stories

Living for months at a time with a different identity, making hundreds of undercover drug buys, jumping from a moving car and being locked in a drug house with armed dealers, followed by a rewarding legal career, successful business, and parenting a teenager - all equate to intriguing stories that drive home her message.

3. Easy to Work With

Guaranteed zero drama. Pamela is professional, punctual, and patient. She will get you what you need when you need it (usually before you need it).

2. Impactful

In addition to motivation and inspiration, participants leave with useful strategies and techniques they can implement immediately and for years to come.

1. Engaging & Fun!

Research tells us that if people aren't enjoying themselves, they'll tune out - especially during virtual events. Pamela keeps it fresh, entertaining and uses the latest interactive technology to keep participants engaged throughout her entire presentation.

