



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Fundamentals of Principled Negotiations

Resolve Conflicts with Mutually Beneficial Results



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PROGRAM OVERVIEW

Principled Negotiation focuses on managing and resolving conflicts with mutually beneficial results. The Fundamentals of Principled Negotiations Online Program introduces participants to the process of Principled Negotiation, which can offer a better way of reaching good agreements. This process can be used in everyday bargaining situations and conflict management, may it be inside the organization, outside the company, or even in family and social gatherings.

The Fundamentals of Principled Negotiations Online Program is a custom workshop built upon the Principled Negotiation approach by the Program on Negotiation (PON) at Harvard University. The Program on Negotiation (PON) is a university consortium dedicated to developing the theory and practice of principled negotiation and dispute resolution. Founded in 1983 as a special research project at Harvard Law School, PON includes faculty, students, and staff from Harvard University, Massachusetts Institute of Technology and Tufts University.

PROGRAM OBJECTIVES

By attending the program, participants will be able to:

- Develop a systematic framework to manage the negotiation process
- Be conscious of personal negotiating styles and preferences
- Define and understand interests of all parties
- Apply the principled approach to effectively deal with difficult negotiators
- Learn how create and maximize value
- Strengthen relationships by apportioning value fairly

WHAT YOU WILL LEARN

- Principled Negotiation Framework
- Dealing with Difficult Negotiators
- Essential Preparations for Negotiation
- Multi-Party Multi-Issue Negotiations
- How to Play the Game Well

PROGRAM SCHEDULE

LIVE ONLINE

July 15, 17, 22, 24, 29, 2025
(8:30 AM-12:00PM)
(GMT+08) On all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,990.00 or USD 467.82*

*The prevailing exchange rate at the date of payment may apply.

YOUR PROGRAM FACULTY



Jose Adolfo M. Mariquit
Adjunct Faculty
Asian Institute of Management

To find out how you can participate,
contact us at SEELL@aim.edu or
visit <https://go.aim.edu/seellinquiries>



FOR INQUIRIES:

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123 Paseo de Roxas, Makati City Philippines 1229
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KEY BENEFITS

The Principled Negotiation process can be used in essentially any type of conflict, and involves the following pillars:

- Separate the People from the Problem
- Focus on Interests not Positions.
- Invent Options for Mutual Gain
- Insist on Using Objective Criteria
- Develop a Best Alternative

WHO SHOULD ATTEND

The program is suitable for participants who will imbue and apply principled negotiation frameworks and techniques into everyday bargaining situations, both inside the organization (with colleagues, subordinates, and superiors) and outside the company (with suppliers, distributors, partners, customers and stakeholders), and in family or social settings.

Your Program Faculty



Jose Adolfo M. Mariquit

Adjunct Faculty

Asian Institute of Management

Jam Mariquit has been working in the field of competitive intelligence (CI) for over 23 years, including three years in military intelligence. A pioneer of CI around the Asia Pacific region, he established the first CI knowledge process outsourcing (KPO) company in the Philippines in 2002 and has been involved in over a thousand intelligence projects worldwide. He has served global multinational companies by supplying them with critical market, Industry, company, and competitive intelligence in support of business plans, expansion programs, market entry, mergers and acquisitions, and strategy development. He has worked in Hong Kong, Singapore, Jakarta, Boston, and New York. He has also trained over 10,000 Asian executives and managers in the art and science of CI. He is an expert in strategy, intelligence, scenarios, wargames, and business consulting.



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Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants **One (1) unit** which can be credited to the following:

- Postgraduate Certificate in Leadership and Management
- Postgraduate Certificate in Strategy Management

Participants will also earn **one (1) unit** which can be credited to the Postgraduate Diploma in Management.

**The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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