

Negotiation Power: Your Framework for Better Results



Boost your negotiation preparation with the first two of a five-part series led by Rick Reid of Supply Chain Canada. These sessions will help you better understand yourself, the other party, and the broader context – key steps in identifying your Best Alternative to a Negotiated Agreement (BATNA) and entering negotiations with greater clarity and confidence. You'll walk away with practical tools to communicate effectively, assess needs quickly, and strengthen your negotiation strategy.

SESSION 1: The Perspective Playbook – Assessing Yourself, Others and the Situation

Effective negotiation begins with clarity about your own perspective, the other party, and the broader context. This session builds the skills to communicate confidently and collaboratively. You'll learn to:

- communicate across different perspectives
- strengthen relationships through empathy
- quickly assess needs, priorities, and situational factors
 - When: Thursday, Feb. 5, 2026
 - Time: 10:00 a.m. – noon

SESSION 2: Negotiation Preparation and Identifying Your BATNA

Your BATNA is your negotiation power base. Building on Session 1, this session helps you prepare strategically so you can negotiate with confidence. You'll learn to:

- identify your best fallback option
- use your BATNA to strengthen leverage
- prepare for outcomes that support stronger deals and supply chain performance
 - When: Thursday, Feb. 12, 2026
 - Time: 10:00 a.m. – noon

Stay tuned for more details coming soon!

Negotiation Power: Your Framework for Better Results – Webinar Series

Thursdays, Feb. 5, 12, 19, 26 and March 12, 2026

10 a.m. – noon

Deadline to register: Tuesday, Feb. 3, 2026 at noon.

To register for one or both free sessions, click [here](#).

For more information, or if you require accommodations to fully participate in this event
contact 204-821-5322 or email MBAgriFood@gov.mb.ca.

