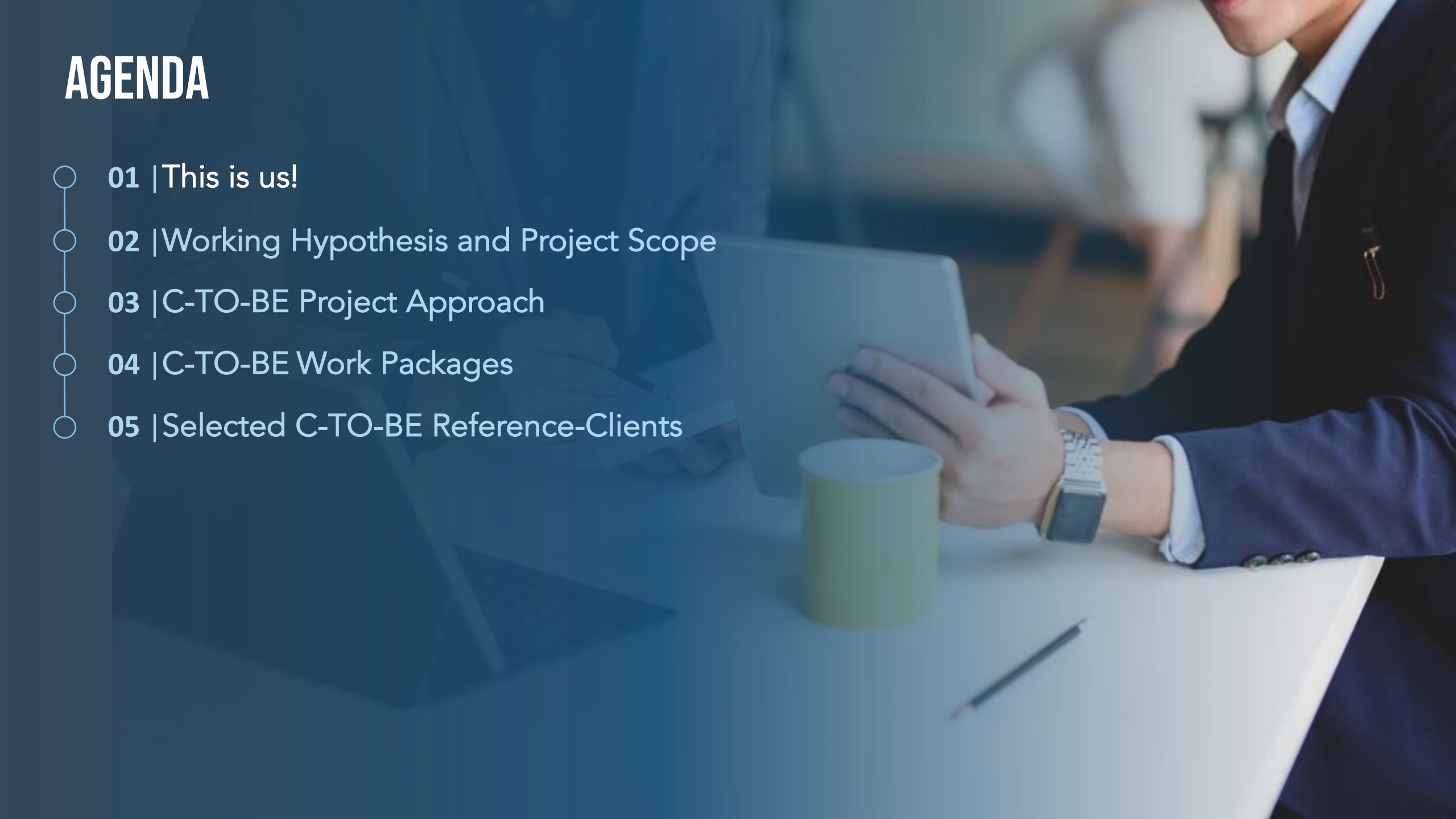
C-TO-BE

THE COACHING COMPANY

AGENDA



- 01 | This is us!
- 02 | Working Hypothesis and Project Scope
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THE COACHING COMPANY

1. C-TO-BE NEGOTIATION CONSULTING TEAM

This is us!



Christian Wunderlich
Senior Consultant
Consultant Profile



Jutta Portner
GM & Senior Project Lead
Consultant Profile



Björn Hammerling
Senior Consultant
Consultant Profile

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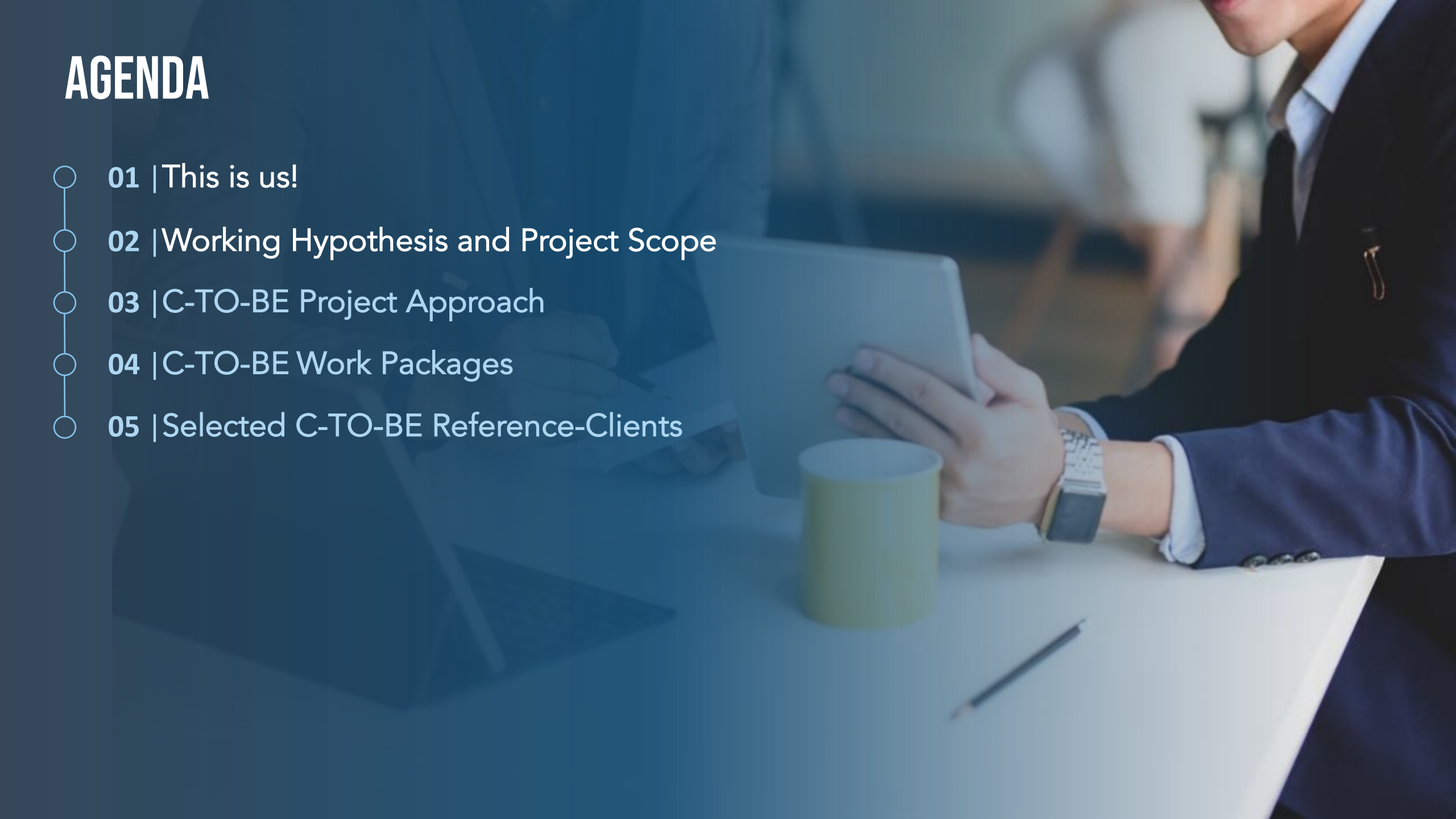

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2. WORKING HYPOTHESIS (1/2)

Description of Outside-in Hypothesis Influencing Project / Project Approach

Outside-in Hypothesis

The **Outside-In Hypothesis** in negotiation consulting refers to an approach that emphasizes understanding and addressing external factors, perceptions, and stakeholder influences to shape negotiation strategies effectively. Instead of focusing solely on internal goals, preferences, or processes, this hypothesis suggests that negotiators should consider the external environment and the perspectives of all parties involved. Here's how it applies in practice:

Key Aspects of the Outside-In Hypothesis:

- Understanding the Counterparty's Perspective
- Stakeholder Analysis
- Market and Environmental Factors

2. CLIENT PROJECT SCOPE (2/2)

Key Questions

KEY PARTNERS

Who are our key partners?

What are expectations of the management? What are the expectations of the counter part?

What is the role other stake holders?

What is the e exact role of C-TO-BE?

What is C-TO-BE expected to contribute?

KEY ACTIVITIES

What key activities does our approach require?

How does the process look like? Timings?

KEY RESOURCES

What resources do we need for preparation, execution, and review of negotiations?

UNDERLYING NEEDS

Which issues are we helping to solve?

What works council's needs do we want to satisfy?

What is the specific approach to fulfill these needs?

What are the key-elements/ criteria that match counter parts' needs?

RELATIONSHIPS

How can we maintain and grow relationships?

How do we deal with escalation from their side? When do we escalate?

COMMUNICATION CHANNELS

Through which channels do we communicate?

How are they going to communicate?

ESCALATION STRATEGY

How are we going to deal with pressure from their side?

When are we going to escalate?

What leverage do we have?

When will you use them? How do we react to tactical maneuvers by the other side? When will we break off the negotiation?

SIMILARITIES/DIFFERENCES

Where do we have common ground?
Where are the differences?
How are these prioritized?

POSSIBLE CONCESSIONS

Where can we make concessions?
What is easy for us? What is difficult?
What arguments do we have?
How can you overcome objections?

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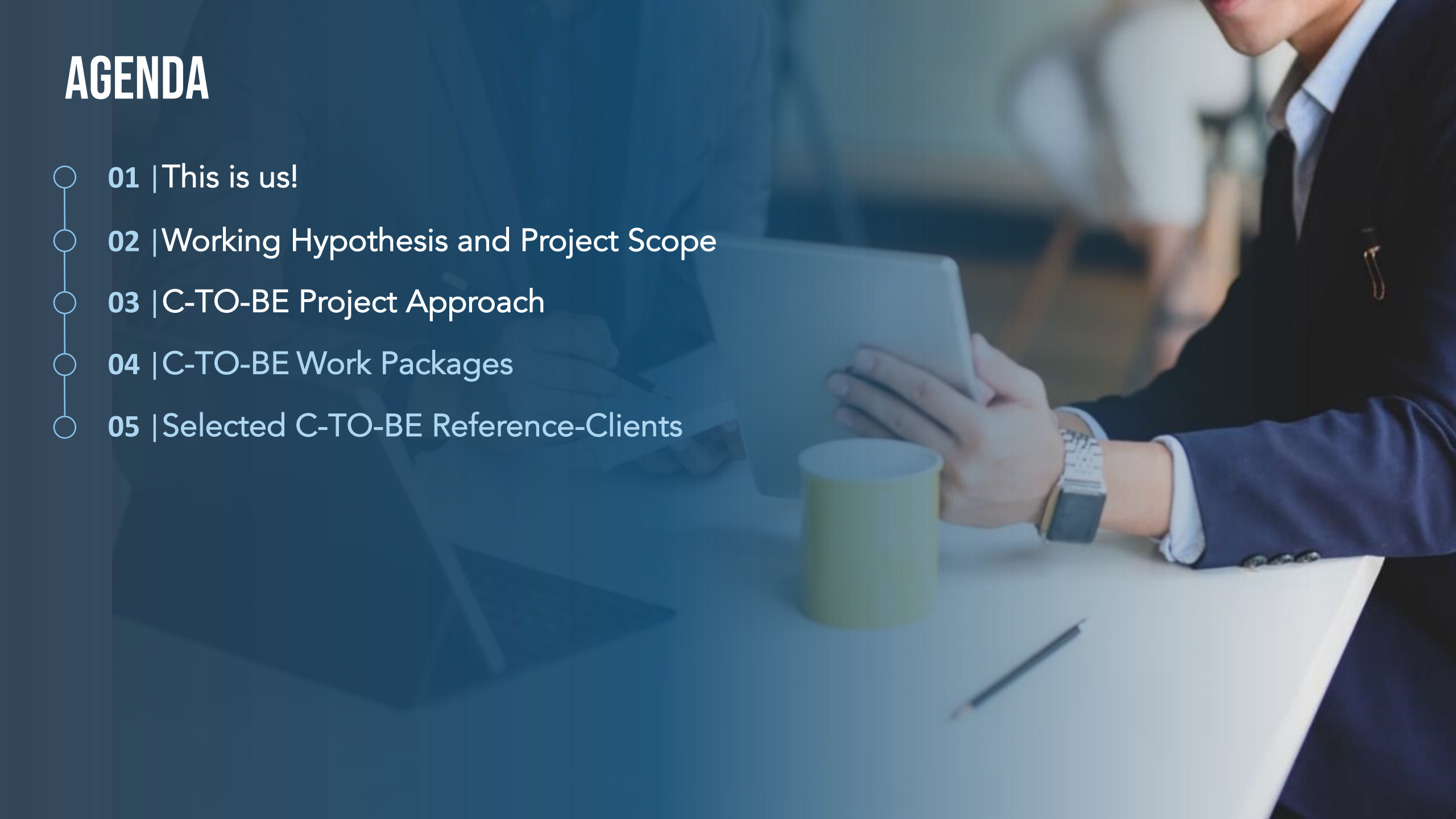

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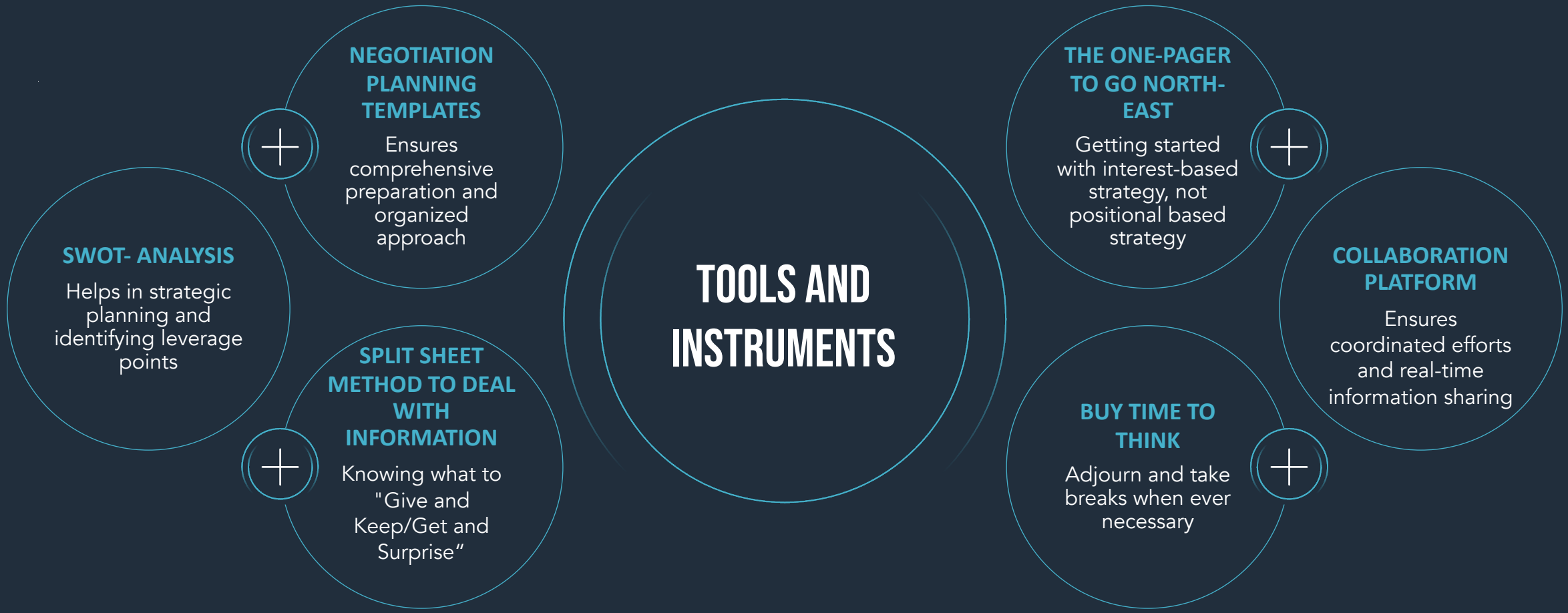
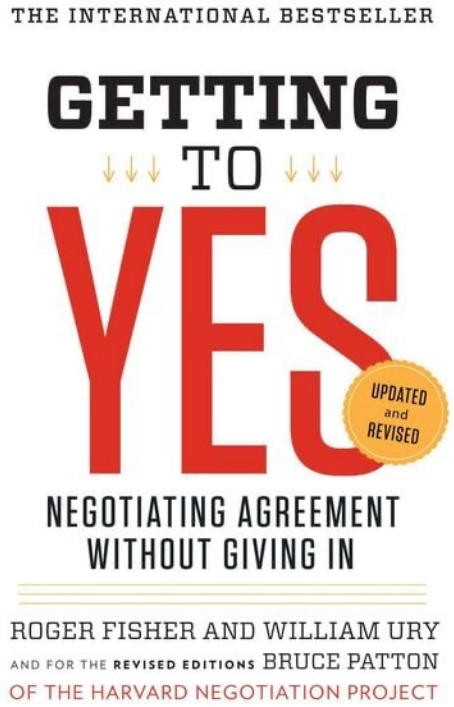
3. PROJECT APPROACH (1/3)

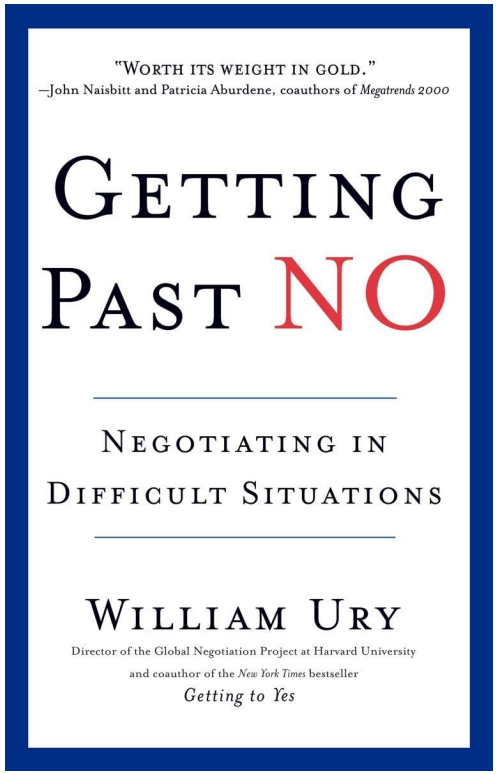
Tactical recommendations for the negotiation process

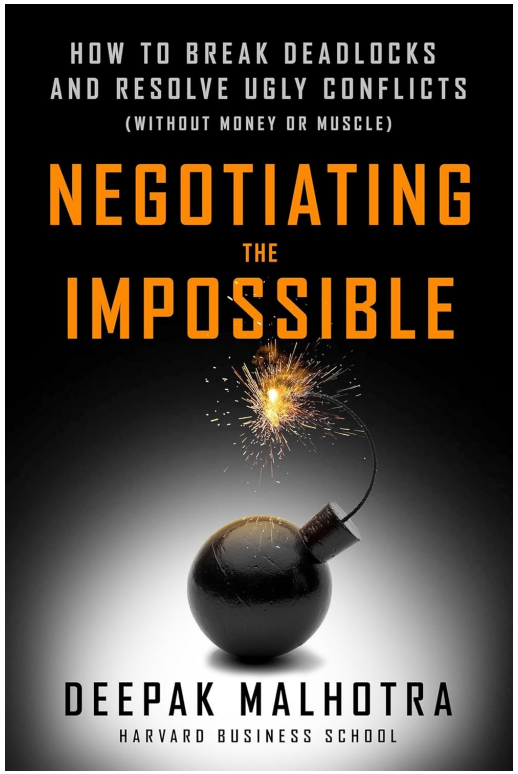


3. PROJECT APPROACH (2/3)

Sources, Methods, Tools and Instruments





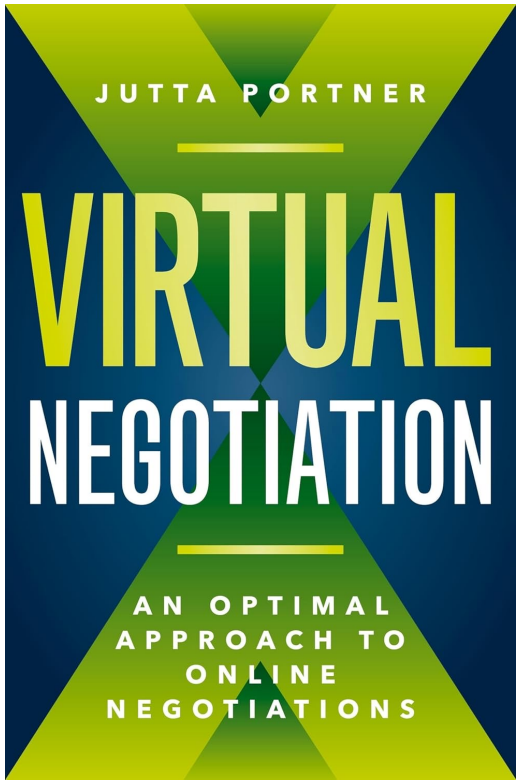


3. PROJECT APPROACH (3/3)

Sources, Methods, Tools and Instruments







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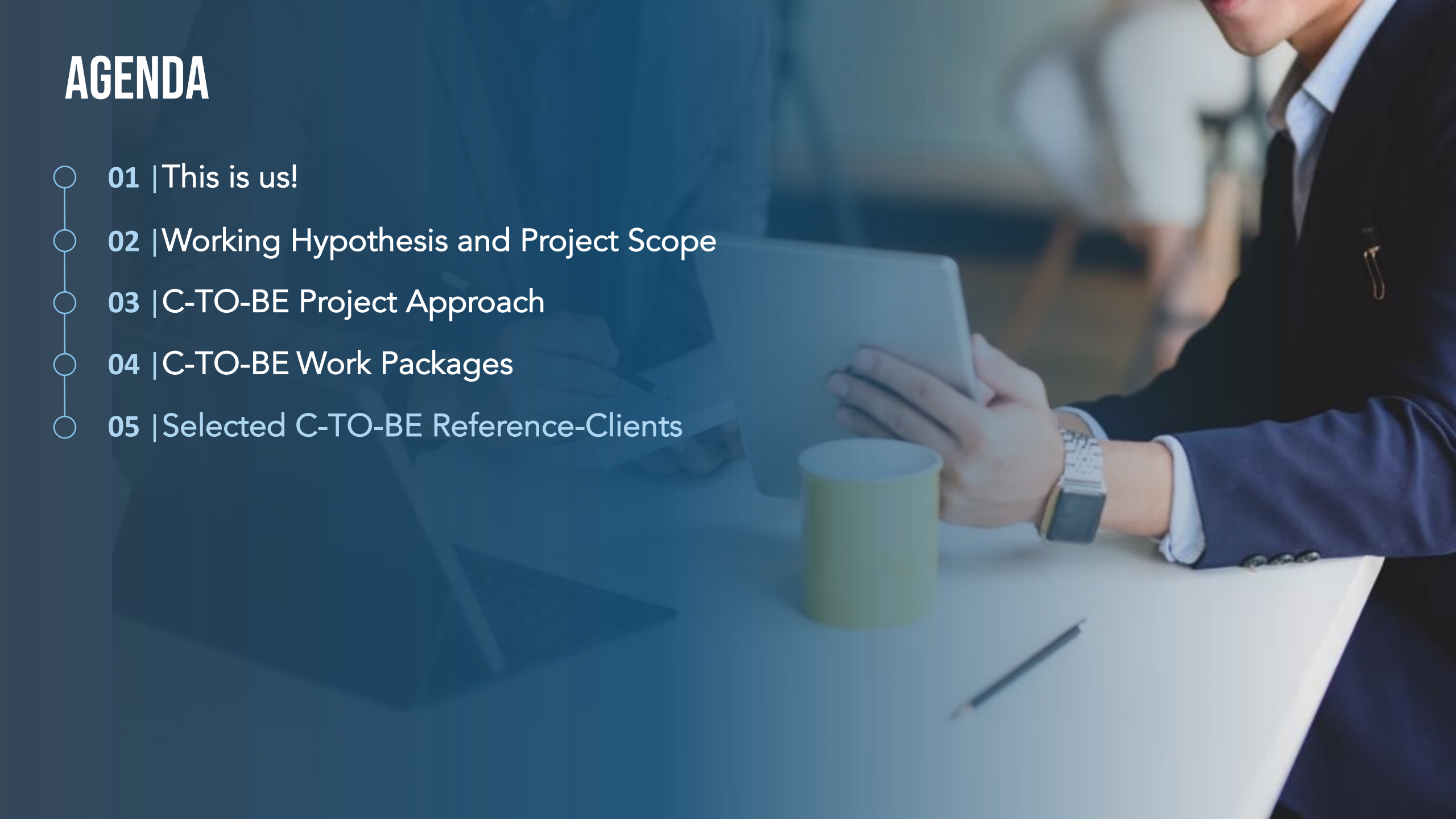

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4. C-TO-BE WORK PACKAGES

1. PROJECT KICK-OFF & PLANNING

2. NEGOTIATION STRATEGY PLAN & STAKEHOLDER ANALYSIS

3. TRAINING & COACHING

4. SCENARIO PLANNING & SIMULATION

5. NEGOTIATION PLAYBOOK CREATION

6. COMMUNICATION PLAN DEVELOPMENT

7. ONGOING SUPPORT WITH RISK ASSESSMENT & MITIGATION PLANS

8. PROGRESS REPORTS

9. POST-NEGOTIATION ANALYSIS & REPORTING

10. IMPLEMENTATION & FOLLOW-UP

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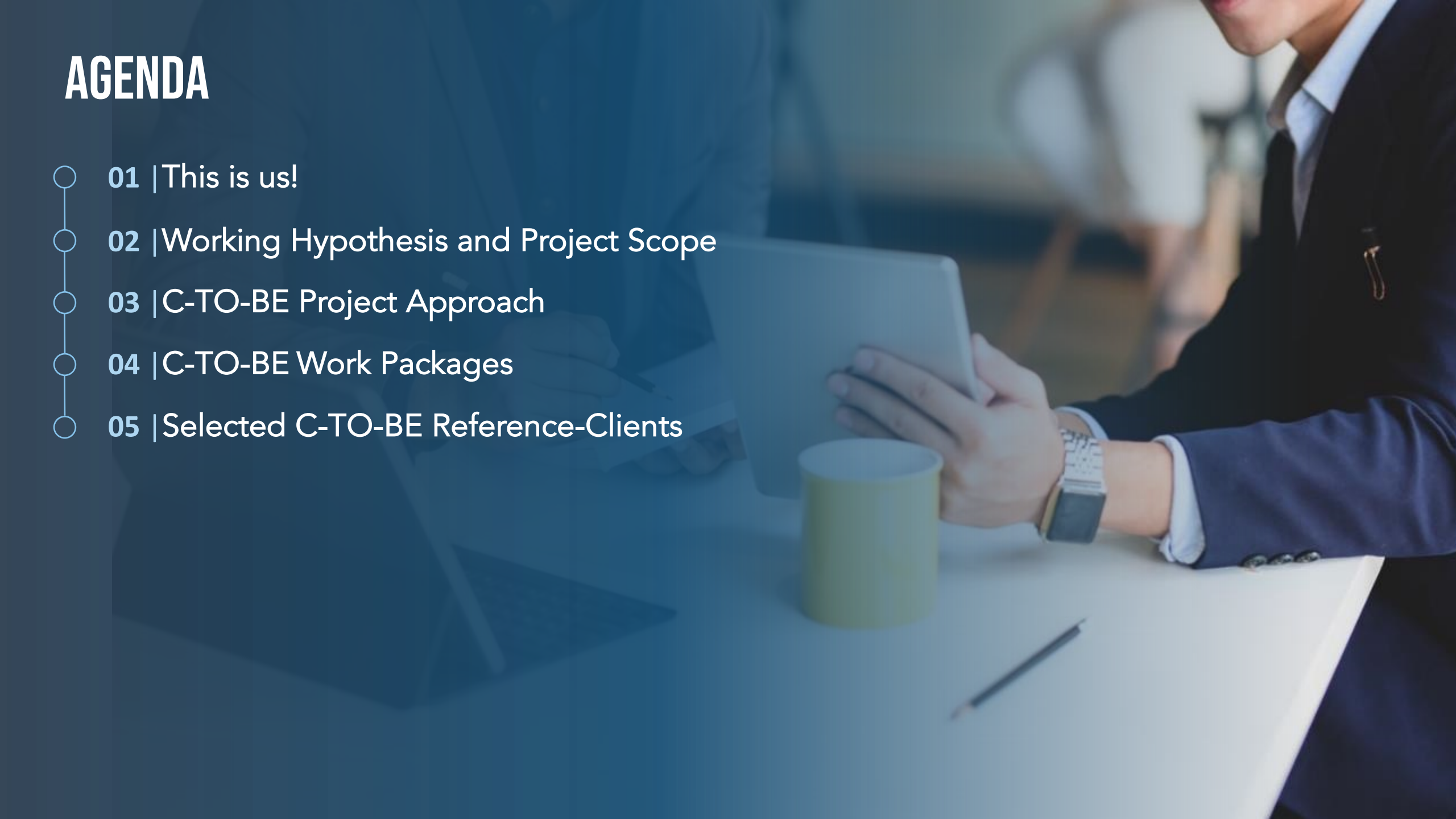

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6. SELECTED C-TO-BE REFERENCE-CLIENTS

DLR-GfR mbH

Germany

SIEMENS HEALTHINEERS AG

Germany

WACKER CHEMIE AG

Germany

VOLKSWAGEN AG

Worldwide

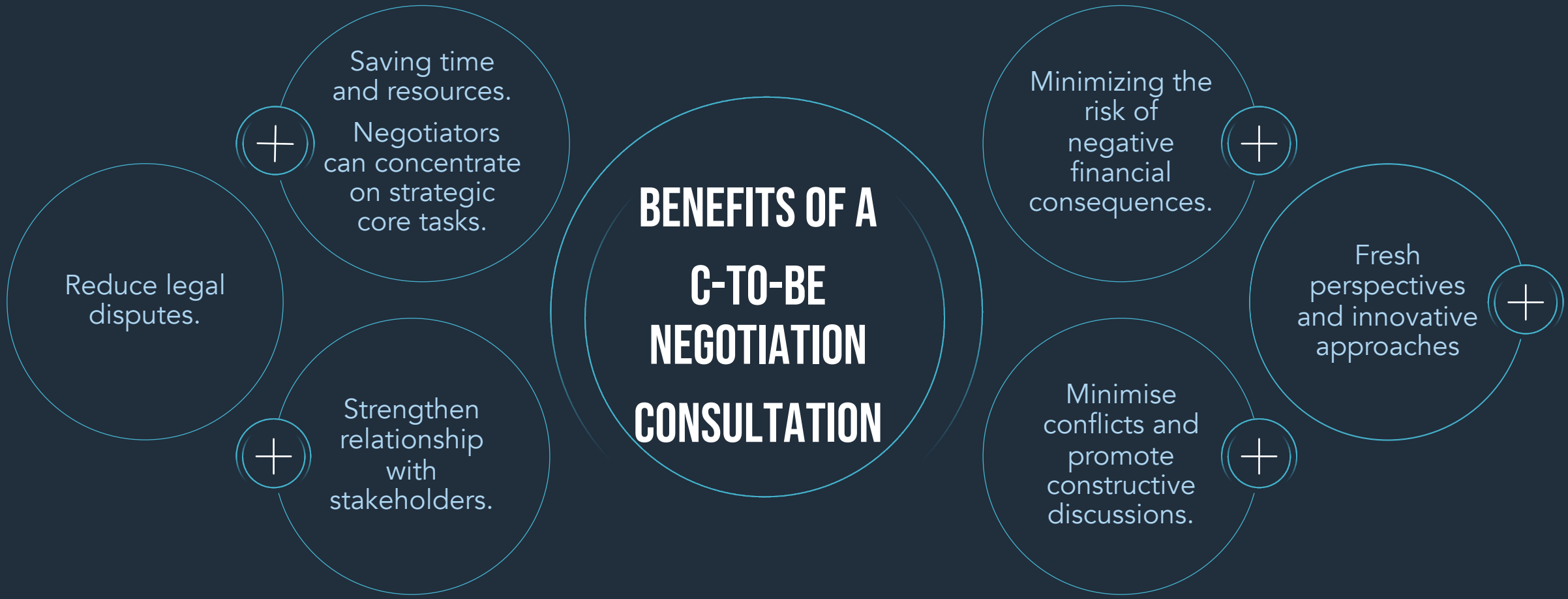
NESTE Oyj

Finland

More references here

Please contact us for further information on specific projects.

SUMMARY


BENEFITS OF A C-TO-BE NEGOTIATION CONSULTATION
Saving time and resources.
Negotiators can concentrate on strategic core tasks.
Reduce legal disputes.
Strengthen relationship with stakeholders.
Minimizing the risk of negative financial consequences.
Fresh perspectives and innovative approaches
Minimise conflicts and promote constructive discussions.



Thank you for your interest in our negotiation consulting services. We look forward to working with you and achieving your negotiation goals.

Jutta Portner, Dr. Chris Schäfer, Björn Hammerling and Christian Wunderlich

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m. +49 172 83 16 701

welcome@c-to-be.de

www.c-to-be.de