

Influence and Negotiation Skills

Introductory Lecture

ENT623

College of Entrepreneurship and Innovation

Prepared by
Dr. Bothaina Mahmoud Fouad



Bothaina Mahmoud Fouad

☎ +201110624464 / +201097380359

✉ bothaina.mahmoud@midocean.edu.km
bothaina9685@gmail.com

SKILL HIGHLIGHTS

- Project management and excellent time management.
- flexible , responsible , ambitious.
- Decision maker and adopting easily to changing situations.
- teaching others, helpful, cooperative & have the team spirit

LANGUAGES

- Arabic – Native
- English – V.good
- French– V. good

HOBBIES

- Reading &Traveling

▷ EDUCATION

Bachelor's degree of Commerce | 2006 , Ain Shams University

Master Degree in Economics | 2013 , Ain Shams University

PH.D Degree in Economics | 2021 , Ain Shams University

▷ objective

Obtain a challenging teaching position as an Economics and Entrepreneurship lecturer utilizing creativity and a genuine desire to educate.

▷ Managerial, Academic and Research Experience

- Held many leadership positions, such as Director of Research Projects Department at the Electronics Research Institute for of 7 years, and the responsibility for following up some national projects in the Arab Republic of Egypt and coordinator of International affairs with many relevant international entities specialized in Entrepreneurship activities.
- Lecturer of Entrepreneurship in many universities
- More than 8 years of experience in the leadership and academic field, providing feasibility studies, economic and training consultancy for many startups and technology incubators.

• قال تعالى •

وَأْمُرْهُمْ شُورَىٰ بَيْنَهُمْ

[الشورى : ٣٨]



حين يقرأ بعض الناس هذه الآية لا يكاد ينصرف
ذهنه إلا إلى المجال العسكري أو السياسي !!

إنَّ الشورى أسلوب حياة، ينبغي أن يمارس
في الأسرة والعمل وفي كل المجالات

(التواصل الأسري للدكتور عبدالكريم بكار)

What do you think is the importance of negotiation and influencing as an entrepreneur?

In the workplace,
it helps you to get the
best out of deals and
achieve long-term
success

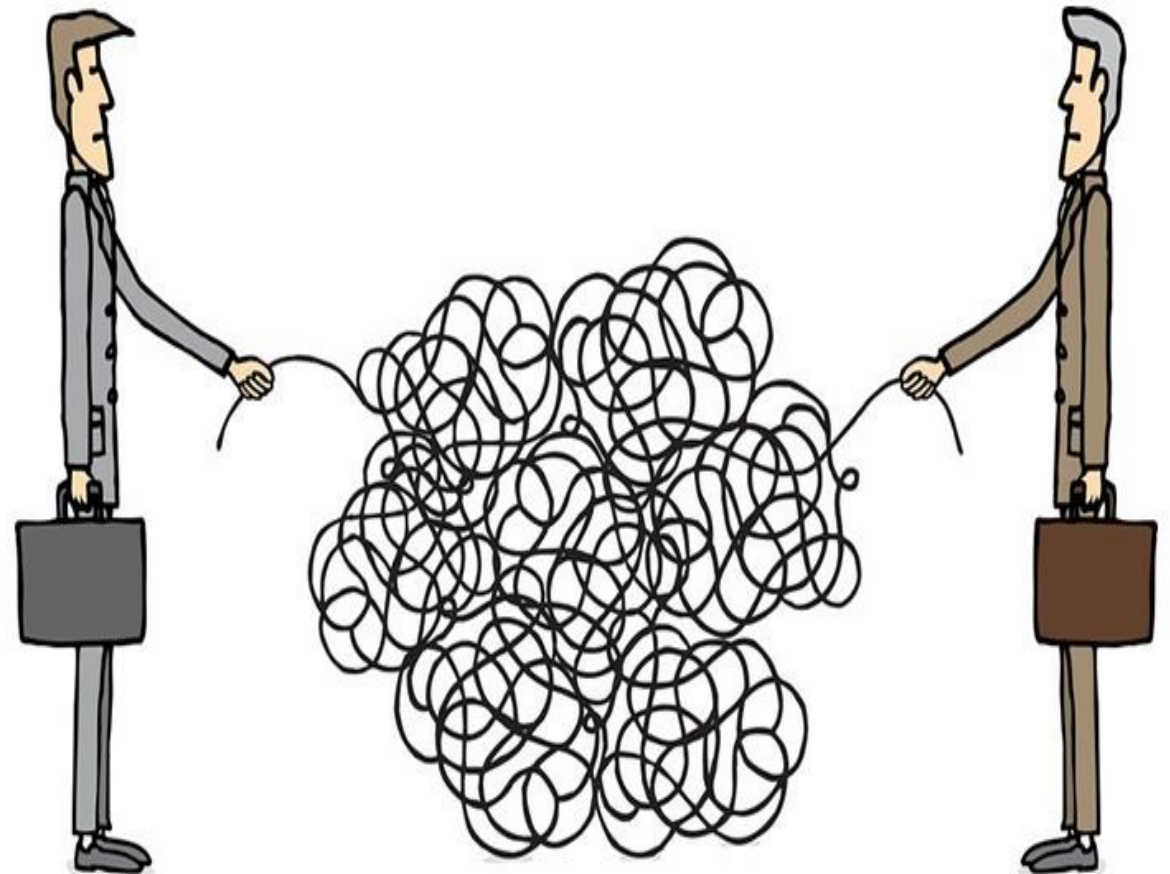
In your personal life, your
skills can boost your
creativity and decision-
making ability.

**It can help you learn better strategies and
improve your reasoning ability**

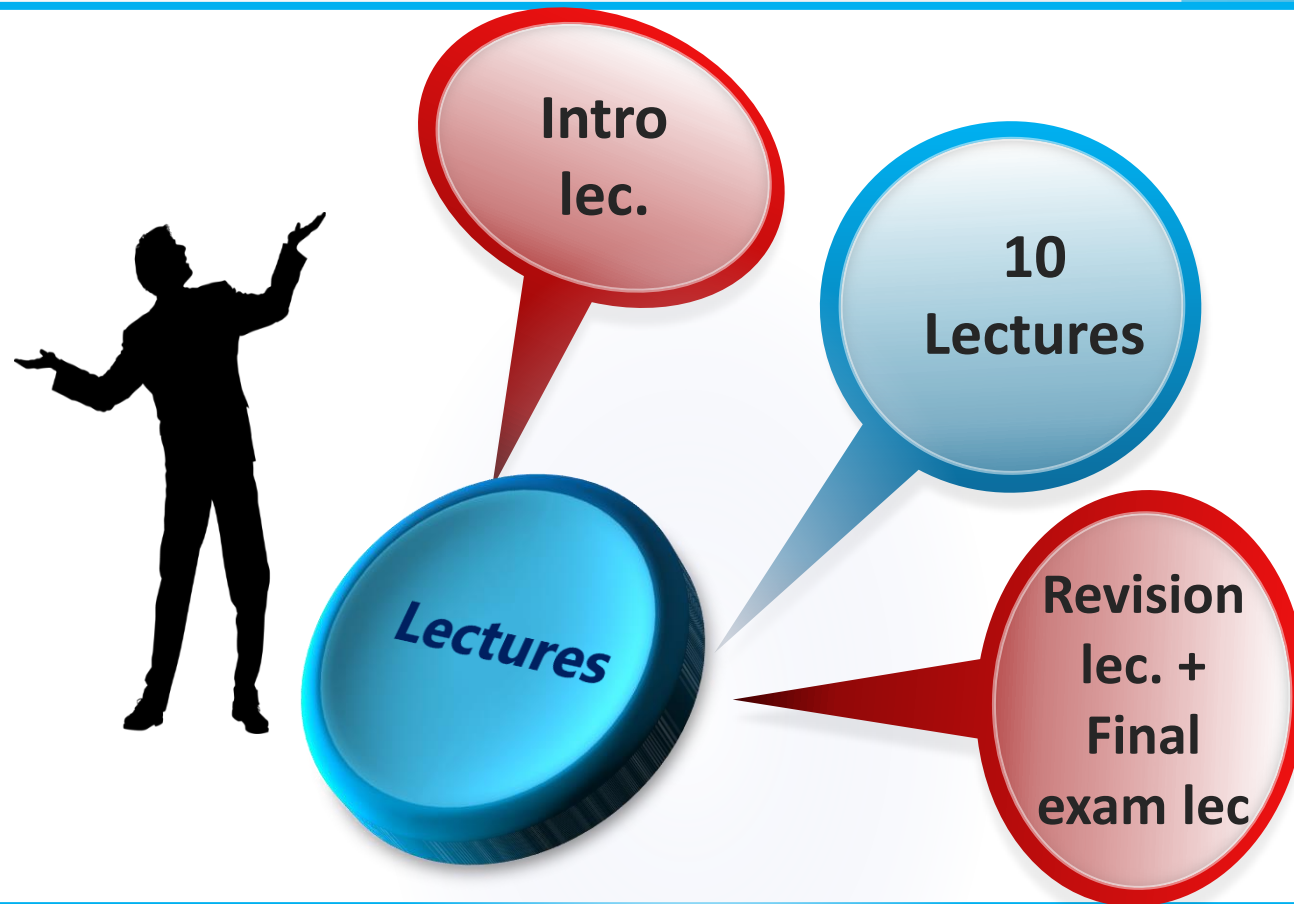


The Importance of Negotiation and Persuasion Skills

They contribute to an individual's assertiveness in various life situations. They help individuals develop and enhance their interpersonal skills. They enhance communication with others easily and effectively. They develop individuals' mental abilities and improve their language skills.







Chapter

01

Our lec. time

Lectures

Live session
(office hours)

40 -50 slides

90 Minutes

every week





Method of teaching the course

**Theoretical
Part**

**Practical
part**





The Theoretical
Part is dividing into two parts

Develop your
influencing
skills

Become an
effective
negotiator

The Practical part Will include
some Success models and case
studies



Success models and case studies

1

- Some of role models

2

- some of case studies and situations

Our Learning Outcomes

By the end of this course students and participants will be able to:

Demonstrate an understanding and awareness of what negotiation and influencing is.

Demonstrate effective communication and emotional intelligence under pressure, and the required skills to be an effective negotiator and influencer

Our Learning Outcomes

By the end of this course students and participants will be able to:

Develop general strategies, tactics and different styles for successful negotiation and influencing.

Challenges in the Negotiation situation and how to overcome it.

Our Learning Outcomes

By the end of this course students and participants will be able to:

Recognize the ethical considerations involved in persuasion and deal-making.

Reflect on improving their personal influencing and negotiation style.

Our main topics

1. Demonstrate an understanding and awareness of what negotiation and influencing is.

What negotiation and influencing is and the main differences between them.

Influencing and Negotiation as an Entrepreneurial Skill

Study some Case studies and successful models.

Our main topics

2. Demonstrate effective communication and emotional intelligence under pressure, and the required skills to be an effective negotiator and influencer

Identify the qualities of successful and unsuccessful negotiators.

the required and necessary skills to be an effective negotiator and influencer

Case studies and successful models.

3. Develop general strategies, tactics and different styles for successful negotiation and influencing.

The negotiating process and needed rules and the successful strategies for negotiation

How to use negotiation and influencing strategies and techniques to engage with stakeholders successfully?



4. Challenges in the Negotiation situation and how to overcome it.

The negotiating challenges and barriers

Best ways to overcome these barriers

5. Recognize the ethical considerations involved in persuasion and deal-making.

Honesty and Transparency

Respect for Autonomy and Fairness

6. Reflect on improving their personal influencing and negotiation style.

Reasons of why the negotiation and influencing skills are important for entrepreneurs

Tips to Improve your personal influencing and negotiation style

Course Expectations



- What do you know about our topic?
- What do you need to know?
- What outcomes do you expect from this course?



Thank You