



Why attend this workshop?

How do our social, emotional and cognitive brains work in negotiation or mediation?

How do we manage our emotions, focus our attention, make a decision or analyse the behaviour of another person?

What are the main biological processes and mechanisms driving the behaviour of parties, counsel, their advisors and neutrals before and during a negotiation or mediation?

This workshop will give you answers to these questions and will help you reflect upon your professional negotiation, legal and ADR practices.



Who are we?

The **Centre for Effective Dispute Resolution (CEDR)** is the largest conflict management and resolution consultancy in Europe, with a worldwide reputation for high quality negotiation and conflict management training.

Neuroawareness is a consulting and training company that helps individuals, teams and organisations to maximise their potential by understanding the human brain at the emotional, social and cognitive levels—to create bridges between neuroscience and other fields of practice to improve effectiveness.

What previous participants say

“The seminar was fascinating and hugely relevant not just to my mediation practice but also to my understanding of myself and other people more generally.” - Stuart Chapman, Mediator, London

“A totally different way of approaching Mediation and Negotiation.” - Gwendoline Davies, Walker Morris, Lawyer & Mediator, London

“Eye-opening material for every mediator.” - Richard Posell, JAMS, Los Angeles

“The amount of actionable information I received was incredible.”—Tanya Rapacz, The Partnership Resource, Boston

“A scientific approach, terrific.” - Kenneth L. Gills, Mediator, Chicago

What will be covered?

Topic 1: The 10 “neuro-principles” and their consequences on negotiation and mediation

Topic 2: The 7 Critical Junctures & Priming. Emotional appraisal and attention orientation

Topic 3: The Preparation & Opening Phases



What you will learn?

During this workshop, you will learn:

- How to prepare for your mediations and negotiations to have an effective ADR strategy using “neuroprinciples” and critical junctures, such as priming
- How to implement key parts of the process (including such techniques as emotional regulation, attention orientation and mindfulness)
- An understanding of mediation not only as a facilitated negotiation, but also as a social, emotional and cognitive process

Who should attend?

Business executives, lawyers, in-house counsel, mediators and other ADR professionals.

Who are the Facilitators?

Francois Bogacz is the co-founder and CEO of Neuroawareness Consulting Services. Francois has facilitated workshops and online webinars about neuroscience to hundreds of lawyers, executives and ADR neutrals in the last 5 years.



Jeremy Lack is an independent lawyer and ADR Neutral. He specialises in designing and implementing international commercial dispute prevention and resolution processes and is a co-founder of Neuroawareness.



Date 28 October 2014, 9am to 5.30pm

Venue 70 Fleet Street, London

Price £495 including VAT

For more information:

CEDR: www.cedr.com/skills/calendar

Neuroawareness: www.neuroawareness.com

To register for this course please
contact the CEDR training team

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