

## Negotiation & Influencing Skills

Imaginarium began working with Care UK in 2018. The main focus has been tailoring courses to the specific needs of the business. The Negotiation & Influencing Skills course is an example.

We interviewed six participants before the course to discuss their roles, situations, challenges,

aims and aspirations for attending the course. The course was then tailored around the requirements and delivered over two days, including a videoed skills practice with supportive feedback.

“Working with Imaginarium is a pleasure! Joe has taken the time to understand the needs of our business in order to ensure that the courses we deliver provide the best results. Joe is considerate and entertaining and the feedback from our participants is always extremely positive. I would not hesitate to recommend him to anyone looking to invest in their team development.”

**Suzanne Ratcliffe**

Learning & Development Manager  
Care UK

## Feedback from Delegates

We asked the course participants to evaluate their learning and the benefits to themselves personally and to the organisation...

### Personal and Organisation Benefits

- Influencing skills - to prepare in advance. What are the likely arguments/barriers, how can they be overcome?
- Negotiation - provided many techniques and skills about approach to negotiation.
- The course had real, practical and useful learning with skills we were able to remember and put into practice. In my experience this is rare.
- Thoroughly recommend the course.
- The course was well structured, and helped articulate the stages of negotiation well.
- Guided the way I propose business cases and ask questions to attain a more positive response.
- Understanding the stages of negotiation, appreciating tradeables in a negotiation situation and creating a relationship with the other party.
- Additionally, the importance of pull questions (avoiding a yes/no answer) and key questioning techniques.

- As well as the content, it was good to share other people's experiences. Although slightly uncomfortable, watching back filmed negotiations of myself was useful.
- I have been able to use the negotiation skills to secure a step-down contract in XYZ Care Home and used the influencing skills many times with home managers.
- Contracts and Deals will be negotiated more effectively

**Any other feedback?**

- Overall this was a really good course run by an excellent tutor.
- So many courses I have attended are theoretical and you forget the content within days of attending. Happily, not the case here.