

# **EFFECTIVE NEGOTIATION, PERSUASION AND CRITICAL THINKING**



**GENTEX<sup>®</sup>**  
TRAINING CENTER



## Introduction

Persuasion without evidence fails, and analysis without influence changes nothing. The Effective Negotiation, Persuasion and Critical Thinking Training Course joins those three capabilities into one practical discipline. Participants learn to build sound arguments, test assumptions, and challenge weak reasoning before they commit to a position. Furthermore, the programme develops them into negotiators who prepare thoroughly, read counterparts accurately, and persuade with logic rather than pressure. Delivered by Gentex Training Center over five days, this programme suits managers, sales professionals, analysts, and advisers. As a result, participants make better decisions and win agreement more often.

## Effective Negotiation, Persuasion and Critical Thinking Course Objectives

- Apply logical reasoning and distinguish valid arguments from persuasive noise.
- Identify cognitive biases and logical fallacies in their own and others' reasoning.
- Evaluate evidence quality using structured source appraisal techniques.
- Apply the MECE principle and issue trees to structure complex problems.
- Analyse negotiation positions using BATNA, WATNA, and ZOPA frameworks.
- Build persuasion cases using the Minto pyramid principle and ethos-pathos-logos appeals.
- Use framing, anchoring, and reciprocity ethically in commercial discussions.
- Apply the Six Thinking Hats method to examine decisions from multiple viewpoints.
- Recognise and counter manipulation, pressure tactics, and false urgency.
- Build personal decision frameworks that separate evidence from opinion.

## Course Methodology

- Interactive sessions combining debate, analysis, and structured practice.

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- Case studies requiring evidence appraisal and argument evaluation.
- Debate labs with position defence and rebuttal practice.
- Role-plays on persuasion, objection handling, and difficult counterparts.
- Problem-solving workshops using issue trees and Six Thinking Hats.
- Structured debriefs that examine the quality of reasoning used.

## Who Should Take This Course

- Managers and team leaders influencing decisions and budgets.
- Sales, business development, and account professionals.
- Analysts, researchers, and strategy professionals.
- Consultants, advisers, and trainers presenting recommendations.
- Procurement and contracts staff negotiating commercial terms.
- Government and public sector officers preparing policy positions.
- Professionals who need stronger argument and decision quality.

## Effective Negotiation, Persuasion and Critical Thinking Course Outlines

### Day 1: Foundations of Critical Thinking

- Reasoning: premises, evidence, inference, and conclusion.
- Deductive, inductive, and abductive reasoning compared.
- Identifying assumptions and testing their validity.
- Common logical fallacies and how to spot them.
- Cognitive biases: confirmation, anchoring, availability, and authority bias.
- Separating fact, opinion, and belief in professional decisions.



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- Self-assessment: personal reasoning habits and weak points.

## Day 2: Evidence, Analysis, and Problem Structuring

- Source appraisal: currency, authority, accuracy, and bias.
- Quantitative versus qualitative evidence and when each applies.
- The MECE principle and issue trees for problem breakdown.
- Root cause analysis with the Five Whys and fishbone diagrams.
- Hypothesis-driven analysis and the evidence ladder.
- Avoiding overconfidence and premature conclusions.
- Workshop: structuring a real professional problem.

## Day 3: Persuasion and Influence

- Ethos, pathos, and logos: credibility, emotion, and logic.
- The Minto pyramid principle for structuring a case.
- Framing, anchoring, and message sequencing.
- Building credibility through evidence and consistency.
- Storytelling and worked examples that support reasoning.
- Ethical boundaries: persuasion versus manipulation.
- Practice: delivering a persuasive three-minute case.

## Day 4: Negotiation Strategy and Tactics

- Distributive, integrative, and mixed-motive negotiation.
- BATNA, WATNA, and ZOPA analysis in preparation.
- Concession planning and tradeable packages.
- Reading counterparts: interests, constraints, and signals.



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- Recognising pressure tactics, false deadlines, and bluffing.
- Breaking deadlock with conditional and creative options.
- Simulation: a multi-issue commercial negotiation.

## Day 5: Decision Making, Pressure, and Action Planning

- Six Thinking Hats for multi-perspective evaluation.
- Decision matrices and weighted scoring models.
- Groupthink, escalation of commitment, and sunk cost traps.
- Thinking clearly under time pressure and hostile questioning.
- Documenting reasoning for auditability and review.
- Building a 90-day personal thinking and negotiation plan.
- Final simulations, peer review, and course consolidation.

## Conclusion

By successfully completing the Effective Negotiation, Persuasion and Critical Thinking Training Course, participants will have acquired practical knowledge of logical reasoning, evidence appraisal, the MECE and pyramid principles, BATNA and ZOPA analysis, persuasion appeals, and structured decision-making methods. In addition, they will argue cases that stand up to scrutiny and negotiate with clear strategic intent. Gentex Training Center delivers this programme through debate labs, negotiation simulations, and real analytical cases, so participants apply their new knowledge immediately.

## FAQs





## Q1 What is the "Effective Negotiation, Persuasion and Critical Thinking" course about?

The course develops the ability to reason clearly, persuade credibly, and negotiate strategically. It covers logical reasoning, bias and fallacy recognition, evidence appraisal, problem structuring, persuasion frameworks, and negotiation preparation and tactics.

## Q2 What are the key benefits of the "Effective Negotiation, Persuasion and Critical Thinking" course?

Participants make stronger decisions and defend them with evidence. Furthermore, they persuade stakeholders more effectively, resist manipulation in negotiations, and avoid costly errors in judgement. As a result, they win agreement more often and with less friction.

## Q3 What skills will I gain from the "Effective Negotiation, Persuasion and Critical Thinking" course?

Participants gain critical thinking and evidence appraisal, problem structuring and root cause analysis, persuasion and influence communication, and negotiation strategy and tactics. These four skills combine to raise both decision quality and professional influence.

## Q4 What tools, methods, or standards are covered in the "Effective Negotiation, Persuasion and Critical Thinking" course?

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The programme uses deductive and inductive reasoning, logical fallacy and cognitive bias checklists, the MECE principle, issue trees, the Five Whys and fishbone diagrams, the ethos-pathos-logos model, the Minto pyramid principle, BATNA, WATNA and ZOPA analysis, the Six Thinking Hats method, and weighted decision matrices.

## Q5 How is the "Effective Negotiation, Persuasion and Critical Thinking" course applied in real-world practice?

Professionals apply it when presenting business cases, defending budgets, evaluating supplier proposals, negotiating commercial terms, assessing strategic options, and responding to challenges in meetings. In addition, they use it to test assumptions before committing resources to a plan.

