

SNRLAB

**SNRLAB**

- **Strategic Negotiation and Risk Lab**

**[www.snrlab.com](http://www.snrlab.com)**

## Introduction

### **SNRLAB Revolutionizes Corporate Negotiation Training with Cutting-Edge Simulations and Expert-Led Role-Play**

- Tailored Solutions for EPC and IT Industries: SNRLAB Enhances Sector-Specific Negotiation Skills for Optimal Business Outcomes



## About

SNRLAB Unveils Groundbreaking Negotiation Training: Empowering Professionals with Advanced Simulations and Strategic Insights

SNRLab is an innovative organization dedicated to enhancing negotiation skills through advanced training, consultation, and educational programs. Drawing on cutting-edge methodologies from Harvard and other prestigious institutions, SNRLab offers a unique blend of academic rigor and practical application. The lab provides a range of services tailored to the needs of individuals and organizations, aiming to empower professionals with the skills needed to succeed in complex negotiation scenarios.

Sungdae Lee, a principal figure at SNRLab, brings extensive experience and academic credentials, including specialized seminars from Harvard and Wharton, enriching the lab's offerings. Through a combination of courses, workshops, and personalized consulting, SNRLab addresses various aspects of negotiation, from strategy formulation to execution, ensuring that clients achieve optimal outcomes.

SNRLab's success is documented through numerous reference cases, demonstrating the tangible benefits of its approach across different industries. These cases illustrate how the lab's clients have successfully navigated complex negotiations to achieve their business objectives.

For those interested in improving their negotiation skills or requiring expert consultation, SNRLab provides comprehensive resources and contact information through its website, enabling easy access to its services and expertise.

## Services

SNRLab offers a variety of services aimed at enhancing negotiation skills for individuals and organizations. Their main offerings include:

1. **Consulting Services:** Tailored strategies designed to improve negotiation outcomes for corporations and businesses.
  2. **Educational Courses:** Comprehensive workshops and courses that utilize simulation and role-play to teach effective negotiation techniques.
  3. **Corporate Training:** Customized training sessions to meet the specific needs of different business teams, focusing on applying negotiation strategies practically.
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## **SNRLAB Training and Consulting methodology**

### **1. Customized Training Content**

Ensure that the negotiation training is tailored to fit the unique needs and business context of your organization. This includes developing content that resonates with the daily challenges your team members face, which can increase engagement and applicability.

### **2. Role-Play Simulations**

Implementing role-play scenarios that mimic real-life negotiation situations is crucial. This method helps participants apply theoretical knowledge in practical settings, enhancing their negotiation skills through experiential learning. Feedback from an experienced instructor after these sessions is also vital as it helps in refining strategies and correcting mistakes.

### **3. Systematic Preparation**

For negotiation training to be effective, systematic preparation is necessary. This includes understanding the negotiation process, the interests of all parties involved, and the possible outcomes. Preparing negotiation scripts and decision-making scenarios can help participants feel more confident and controlled during actual negotiations.

#### **4. Use of Negotiation Templates**

Providing ready-to-use negotiation preparation templates that can be directly applied in work scenarios is highly beneficial. These templates guide the negotiators through the essential steps of preparation, helping them organize their thoughts and strategies systematically.

#### **5. Feedback and Continuous Improvement**

Collect feedback regularly from the participants about what aspects of the training were most and least effective. Use this feedback to continuously improve the training modules. For instance, if role-play and instructor feedback are highlighted as particularly beneficial, consider increasing these components in future sessions.



## **6. Case Studies**

Include real-life case studies that reflect both successful and challenging negotiation scenarios. Discussing these cases in training sessions can provide deep insights into effective negotiation strategies and the potential pitfalls to avoid.

## **7. Training for Specific Scenarios**

Focus on specific negotiation scenarios that are relevant to your team's roles. For instance, if dealing with international clients, training should include cross-cultural negotiation tactics. Similarly, for project managers at construction sites, emphasis should be on handling claims and disputes effectively.

## **8. Expert Consultation**

In critical situations, such as important business negotiations, consider consulting with negotiation experts who can provide bespoke advice and strategies tailored to the specific negotiation at hand.

## **9. Long-Term Skill Development**

Invest in long-term programs to build negotiation expertise within the company. For example, a structured 140-hour training program for project managers, as mentioned, can dramatically enhance their capability to handle negotiations and manage claims.

By implementing these strategies, your organization can enhance its negotiation capabilities, leading to better outcomes in business dealings and disputes. Always remember, effective negotiation is not just about winning a single deal but also about building lasting relationships and fostering a reputation for fairness and strategic prowess.

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## Case Study



### **Systematic Preparation and Simulation-Based Negotiation Training to Meet Specific Needs and Achieve Effective Educational Outcomes**

"Most participants found the negotiation practice role-plays and the instructor's feedback to be the most effective part of the training," reports indicate.

"The training organizers noted that the course content, tailored to the company's specific context and business needs, received positive responses from the participants."

"Participants especially appreciated the negotiation preparation templates provided right after the training, which could be immediately applied in practice, along with practical negotiation skills," feedback suggests.

### **Negotiation Case Study 1: Creative Proposals to Resolve Stand-offs in Strong vs. Strong Conflicts**

In a standoff between two companies, both believed that litigation or arbitration was the only solution, focusing on exploiting each other's weaknesses to force a capitulation. However, they soon realized that continuing the standoff was mutually detrimental and damaging to their reputations. Recognizing that even legal or arbitration processes wouldn't yield the desired outcomes, they started exploring each other's needs. This shift led to understanding each other's interests better and proposing creative solutions, ultimately resolving the issue through negotiation instead of heading towards a disaster.

### **Negotiation Case Study 2: Systematic Negotiation Training Yields Over 20-Fold Economic Effect**

For a company involved in an international construction project, the role of Project Managers (PMs) extended beyond project execution to managing numerous claims from the opposing party. Recent challenges highlighted the decisive role of PMs' negotiation skills in smoothly resolving claims, reducing costs, or settling subcontractor issues. The company invested approximately 140 hours to train their PMs as in-house negotiation experts in collaboration with SNRLAB.

### **Negotiation Case Study 3: Quick Results from Negotiation Consulting**

A company engaged in various international transactions recognized that reducing risks through negotiation directly impacts the company's net profits. This realization led to a massive overhaul of the negotiation capabilities of their business teams, improving the company's negotiation structure for better outcomes in collaboration with SNRLAB.

### **Negotiation Case Study 4: Achieving Stable Negotiation Outcomes through Expert Consultation for Imminent Negotiations**

Before an important negotiation, a company leader realized the significant financial impact the negotiation could have. To maximize the negotiation's effectiveness, the leader sought SNRLAB's consultation to prepare the executives who were directly involved in the negotiations. This included analyzing negotiation scenarios, preparing face-to-face scripts, and decision-making scenarios, which enabled the executives to achieve successful negotiation outcomes with the opposing company's executives.

### **Negotiation Case Study 5: Training Negotiation Experts to Handle Overseas Construction Claims**

Facing claims and disputes, the focus was not merely on presenting positions or logical arguments but on reaching agreements with new negotiation techniques. The company trained to counter negotiation tricks and use negotiation skills effectively, learning through simulations that closely mimicked real situations. This

helped participants identify their strengths and weaknesses, with feedback on mistakes and issues during the simulations proving to be the most effective part of the training process.

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## SNRLAB Approach

### **SNRLAB: Pioneering Specialized Negotiation Solutions Beyond Legal and Technical Disputes**

At SNRLAB, the focus is distinctly set on fostering agreements rather than merely resolving disputes. This unique approach positions SNRLAB as a leader in the negotiation training sector, particularly distinguished for its emphasis on constructive agreement-building over combative dispute resolution.

Unlike traditional negotiation specialists who might prioritize legal frameworks or technical aspects, SNRLAB's methodology is rooted in the psychology of consensus and cooperation. Their training programs are designed to develop the soft skills necessary for effective communication, empathy, and strategic thinking. This approach ensures that negotiations lead to mutually beneficial agreements that support long-term relationships and positive outcomes.

SNRLAB's expertise is built on a foundation of practical, real-world scenarios tailored to the specific needs of industries like EPC (Engineering, Procurement, and Construction) and IT. By focusing on these sectors, SNRLAB addresses the unique challenges and opportunities present in environments that are often complex and highly technical, yet require a fundamental understanding of human relationships and agreement dynamics.



The core of SNRLAB's training involves:

1. **Strategic Communication:** Teaching negotiators how to articulate their needs and understand the needs of others effectively.
2. **Conflict Resolution:** Focusing on resolving disagreements through collaboration and creativity, rather than confrontation.
3. **Decision-Making Strategies:** Providing tools that help negotiators make informed decisions that align with both their business objectives and relationship goals.
4. **Psychological Insights:** Leveraging psychological principles to enhance understanding between parties and foster an environment conducive to agreement.

## SNRLAB

By centering its training on the art of agreement rather than the management of disputes, SNRLAB not only enhances the negotiation capabilities of individual professionals but also contributes to the broader strategic success of entire organizations. This focus on agreement-making empowers teams to navigate negotiations with a mindset geared towards synthesis and synergy, which is crucial in the fast-paced, interconnected business landscapes of the EPC and IT industries.

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# Clients





## Contacts

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