

## Spotlight Seminar

Media Communications Department, Webster University Geneva  
13<sup>th</sup> November 2019, 18:30 – 19:30  
followed by a networking apéro



## Negotiating for Success

To celebrate the first year of Webster University Geneva's MA in Communications Management, this Spotlight Seminar combines two presentations that explain how to boost your negotiation skills in a professional setting. It explores how to harness the power of interpersonal communication to enhance your ability to negotiate in response to a changing business environment.

### **360- Degree Negotiation**

*Prof. Kasia Jagodzinska*

Winning a negotiation takes more than just a good tactical preparation. In order to succeed in business negotiations, it is essential to master "**360-Degree Negotiation**". This involves emotions and ego management, power tactics, effective verbal and non-verbal communication techniques, as well as perception management.

Prof. Jagodzinska will introduce her concept of "**360-Degree Negotiation**". She designed this approach to provide a straightforward and user-friendly framework that can be used to prepare for or during a negotiation to boost the chances of reaching a truly satisfying outcome.

### **The gig economy: new forms of workforce negotiation**

*Prof. Frode Hvaring*

The gig economy now represents 1/3 of the US workforce and is growing fast in Europe too.

Increasingly, candidates are less interested in "classic" employment agreements and more prone to short-term, project based or new experience-based assignments. In parallel, new platforms for collaboration and co-creation are becoming mainstream in many work environments.

The employer-employee deal is changing and requires the negotiation of power shifts, because of the war for talent, but also because of freelancing and mindset changes.

How can employers set up their companies to benefit from this phenomenon? Which culture, which contractual arrangements, which benefits and which tools will be key to stay successful in the competition for Talent?

Frode Hvaring, Professor of Business Strategy and Leadership at Geneva Business School will address these issues, building also on his findings as Chair of GBS' Digital Leadership Lab and on his broad experience across several leadership roles in different industries.

## BIOS

**Prof. Frode Hvaring** is Chair of IGEF - International Geneva Executives Forum Chair of the Digital Leadership Lab, Geneva Business School. An international Leadership, Human Resources and Cultures

expert, he “HR doctors” companies and individuals through hands-on, value-adding interventions on future-proof HR, Leadership, Digital Transformation, Cultural effectiveness and more. He also teaches Business Strategy, Global Leadership and International Human Resources in Swiss, French and Italian business schools, and often facilitates events and conferences.

Previously, Frode held various COO and international Head of HR roles in companies such as Swiss employers’ association; Credit Suisse, Caterpillar and EBU-Eurovision. He leverages these experiences in Boards and Advisory Boards in Switzerland and Germany.

Frode has a Masters in Economics from Fribourg, Switzerland and post-grads from IMD, Lausanne and Thunderbird, Phoenix. His doctoral studies with GEM Grenoble/Sant’Anna di Pisa focus on Cultural Intelligence.

**Prof. Kasia Jagodzinska** brings a wealth of international business experience from the EU, the US and the Middle East, which she combines with an academic career. Prof. Jagodzinska is recognized as the National Expert to the European Parliament in cross border mediation. She serves as a Senior Adviser to the United Nations in Geneva on matters concerning ethical business conduct and conflicts of interests. Her repertoire of experience also includes working as a Lecturer and Visiting Professor at several universities in Switzerland, France, Italy and Poland. She teaches Master courses in Communications Management at Webster University Geneva.

Prof. Jagodzinska conducts executive education trainings for clients in Europe, the US and the Middle East. Due to her intercultural sensitivity, a captivating training approach and unique combination of academia with modern business practice, her training sessions are highly popular among business practitioners from various backgrounds and business sectors.

### **Spotlight Seminars**

The Spotlight Seminars provide a platform where academics and professionals can explore and debate contemporary issues in the media, communications and photography. They aim to strengthen the connection between theory and practice by creating a space in which researchers and professionals can exchange their knowledge and experience of some of the key issues related to the world of media and communications.

They are organised and hosted by the Media, Communications and Photography Department of Webster University Geneva.