

# NEGOTIATION SKILLS FOR THE AGRI-FOOD INDUSTRY

**February 4-6, 2019**

**Elmhurst Inn,  
Ingersoll, Ontario**



*A professional-level, interactive course to develop excellent negotiation and collaborative skills at all levels of the agriculture and food industry.*

*All players welcome, from early inputs to retail sales*



**Westphalian Way**  
engaging • enabling • empowering



**KATALYST  
RESOLUTIONS**

**Are you an innovative and self-motivated entrepreneur?  
Do you have marketing and negotiating responsibilities on behalf of a producer group, marketing board, or cooperative? Are you involved in the purchase and/or sale of goods or inputs of agricultural products?  
Do you assist farm and food businesses and groups in the promotion and distribution of product lines to new markets?**



## **DAY 1**

1 case study

1 lecture

1 exercise

*How do you avoid negotiation pitfalls?*

*What are your negotiation tendencies, and those of others?*

*What are the assumptions people make in negotiations?*

*What are the 7 Elements of Principled Negotiation?*

*How can you be creative to get better results?*

*How can you problem-solve negotiations for better results?*

**“This was the most valuable course I took this year. The lessons learned will save me money and frustration in day to day business dealings. Anyone running a business would benefit from this course.” Brett Schuyler, Schuyler Farms Limited.**

“Outstanding materials! My attention was captured by the presenter the whole time. A great use of my time away from the business while focusing on learning and becoming more efficient and successful. I feel that the skills learned can be easily tailored to anyone’s specific needs and challenges. I came away with the tools not only to negotiate differences but to exchange viewpoints and ideas; while building positive relationships.” *Rob deNijs, Bercab Farms Inc.*

“The stakes are higher than ever for young farmers; and the skills of negotiation and collaboration which have traditionally been learned over a lifetime are needed now in the operation of ever changing and more complex farming.” *John Cowan, GM Hyland Seeds (retired), Past President CSTA*

“Excellent training! Suppliers, producers, and processors alike need these kinds of skills in order to arrive at sustainable arrangements, profitable to all parties working together as partners. All levels of the supply chain could do better by first understanding the reasons for each others requirements/positions.” *Rob Anderson, Bonduelle Ontario & USA*



## DAY 2

1 exercise

2 case studies

Video

*How to prepare for a negotiation?*

*How to problem solve to get good results and maintain relationships?*

*How to change the other person’s perspective on an issue?*

*Understanding and using the 7 elements of principled negotiation.*

*Negotiating agricultural issues effectively.*

**If you have questions, or require more information about the course,  
contact Tony Hogervorst at 519.670.0891 or 519.849.6573 or  
westphalianway@gmail.com**

## Learn:

- How to close the deal.
- How to get the best deal in a negotiation.
- How to overcome obstacles in negotiation.
- Take control of a negotiation.
- How to negotiate with unreasonable people.
- Decide when to make the first offer.
- Know when to walk away.

**Make your negotiations more effective by figuring out what motivates the other side and learning when to put an offer on the table.**



## DAY 3

2 agricultural sector case studies using real world scenarios

Video

3 exercises on dealing with difficult people

1 applied exercise using participant negotiations

*Applying negotiation principles to real world situations.*

*How to deal with people who express strong emotions?*

*How to deal with difficult people?*

*How to be more persuasive and still maintain relationships?*

*How to negotiate when trying to resolve a conflict?*

*When to say yes and when to walk away?*

*What makes conversations difficult?*

*How to begin a challenging conversation effectively?*



**PAUL D. GODIN , B.A, B. Sc., LL.B., C.Med.**  
**President and Owner**  
**Katalyst Resolutions Inc.**  
**[www.katalystresolutions.com](http://www.katalystresolutions.com)**

Your instructor is **Paul D. Godin**, owner and principal of Katalyst Resolutions, with expertise in mediation, negotiation, ombuds and workplace investigations, conflict management systems design, workplace restoration and workplace/conflict coaching. Paul is one of the most experienced professional negotiation and dispute resolution trainers in the world. Based in Victoria, but operating across Canada and internationally, Paul is a lawyer, mediator, trainer, conflict coach, and investigator.

Paul has designed and led more than 400 courses on negotiation, dispute resolution, and conflict management system design worldwide for organizations including BDO, Qantas, CBC, Scotiabank, TD Bank, Hill & Knowlton, General Dynamics, the Trade Union Congress of the Bahamas, Mattel, INCO, YUM Brands, the judiciary of Trinidad and Tobago, Alliance Atlantis, Ontario Power Generation, the Chartered Institute of Arbitrators, AECON, AECL, the UN, the governments of Canada, Australia, Bermuda, Ethiopia, St. Lucia, Trinidad & Tobago and others.

Paul has lectured in Negotiation and Alternative Dispute Resolution (ADR) at the U. of Toronto, U. of Oregon, and U. of Windsor Law Schools. He has also taught contracting principles to project and contract managers for major corporations.

Prior to entering law, Paul obtained a B.A. (Anthropology) and a B.Sc. (Geology) with High Distinction from the University of Toronto (U of T), followed by two years of geology post-grad work at the U. of Southern California on a full 'National Science and Engineering Research Council 1967' Scholarship. He received an LL.B. in 1995 from the University of Toronto Faculty of Law, where he was on the Dean's List and a scholarship holder. At the U of T, Paul was the International Bar Association's Client Counseling Competition World Champion, an award-winning mooter, varsity water polo player, and represented the U of T in its inaugural year in the ABA Negotiation competition. Paul articulated at Osler Hoskin & Harcourt in Toronto, and began his legal practice in 1997 with the Toronto litigation boutique of Rogers Moore, working in many areas of law.

### **Mediation and Alternative Dispute Resolution Services**

As a litigator, Paul appeared before the Ontario Courts, the Ontario Court of Appeal, and the Financial Services Commission of Ontario. Since 2001, he has focused full time on an ADR practice, mediating disputes in insurance, banking, commercial contracts, agriculture, sports, environmental issues, personal injury, professional liability, negligence, and accident benefits.

Paul has qualified as a roster mediator with:

- The Civil Roster of Mediate BC;
- The Family Law Mediation Program of the Northwest Territories
- The Ontario Mandatory Mediation Program–Toronto;
- The Court of Arbitration for Sport (Lausanne);
- The Sport Dispute Resolution Centre of Canada;
- A.A.N.D.C. (Aboriginal Issues- Pacific Region);
- The Ontario Energy Board;
- ICOM/WIPO Art and Cultural Heritage Mediation roster;
- The Trinidad & Tobago Mediation Board; and
- The Labrador Inuit Land Claims Agreement DR Board.

Paul is designated a Chartered Mediator by the ADR Institute of Canada. He has special expertise in insurance, personal injury, contract, sports, labour relations, agriculture, family law, and aboriginal issues.

From 2009 to 2017, Paul acted as a banking ombuds investigator with ADR Chambers Banking Ombuds Office. He has also done a significant amount of conflict management system design work.

Recently, Paul conducted one of the largest industry mediations in Canada, assisting parties in an historic restructuring process as a forward-looking approach to optimize value and minimize conflicts. He has also acted on numerous occasions as a negotiation or conflict consultant.

Paul was identified in *Who's Who Legal: Canada* as one of Canada's top commercial mediators in both 2012 and 2015. "Paul Godin is a facilitative mediator "well versed" in helping parties analyse their goals and make informed decisions. Godin is "first rate" in insurance, professional liability, contract, employment and construction cases."

On the Canadian Bar Association's ADR Section Executive (and formerly on the Ontario Bar Association ADR executive), Paul has played a significant role on legal task forces making recommendations on the Ontario Commercial Mediation Act, mandatory mediation rules, judicial mediation, employment law reform, insurance mediation, and youth violence.

Paul has created workplace coaching models and taught workplace coaching on numerous occasions.

### **Publications**

Paul has written peer-reviewed papers and articles on the Charter of Rights and Freedoms, mediation, sports mediation, negotiation, and geology, including the book chapters, "Principles of Negotiation" and "A Practical Guide to Conflict Management System Design" in the LexisNexis *Alternative Dispute Resolution Practice Manual*, as well as "*Sport Mediation: Mediating High Performance Sports Disputes*" in Harvard's *Negotiation Journal* (33:25-51 2017).

# Registration Form For additional information call Tony Hogervorst: 519.849.6573 or 519.670.0891

Method 1: By mail. Mail completed form with cheque (payable to Westphalian Way) to:  
Westphalian Way, 7657 Egremont Road, Watford, ON N0M 2S0

Method 2: By Email. Email registration details or scanned form to westphalianway@gmail.com

Method 3: Online at [www.agri-food-negotiation.eventbrite.ca](http://www.agri-food-negotiation.eventbrite.ca)

Mr.  Mrs.  Ms. \_\_\_\_\_  
(please print name as you wish it to appear on your Certificate)

Organization: \_\_\_\_\_ Title: \_\_\_\_\_

Home  Work

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Name to appear on your name tag: \_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_

Payment Options: Please send cheque, payable to Westphalian Way, with completed form. To pay by Visa or Mastercard, please register online. Invoices will be issued upon request.

## Workshop Tuition

REGISTER BY: January 31<sup>st</sup>, 2019

REGULAR FEE: \$2950.00 + \$383.50 HST = \$3333.50

## Hours:

8:30 am to 4:30 pm each day.

## Food and Accommodation:

Daily lunch and snacks included in the registration fee.

Participants are responsible for their own accommodations and supper.

A block of rooms will be set aside at the Elmhurst Inn. Accommodations include a complimentary buffet breakfast. To reserve, call (519) 485-5321.

## Cancellation Fees:

A refund, less \$300.00, will be issued if written notification is received by January 4<sup>th</sup>, 2018. Substitutions are permitted. In the event that the course is cancelled, fees will be fully refunded.

**REGISTER EARLY!**

**SPACE IS LIMITED**



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“Worth the price tag! For people in a position to purchase or market for themselves or others, training of this caliber has **tremendous** potential for payback!” Dave Epp, Lycoland Farms