

Crucial Conversations & Negotiating Strategies for Contractors

Learn to Handle Conversations when Stakes are High, Opinions Differ, and Emotions Run Strong!



Elective Course for the Construction Management Certificate Program (CMC)

A FLEXIBLE PROFESSIONAL DEVELOPMENT PROGRAM DESIGNED FOR FIELD AND OFFICE LEADERS IN THE CONSTRUCTION INDUSTRY

COURSE OVERVIEW

Participants in the course will learn effective methods to communicate when the stakes are high and the outcomes are important. The session will cover two types of communication: Crucial conversations which are those that have high emotion and involve conflict of ideas, and negotiations which involve getting what you want through dialogue and purpose.

In the crucial conversation portion, the participants will complete an assessment to learn about their specific communication style and using the results learn tools to use for better outcomes. The participants will learn why conversations become emotional and how to diffuse the emotion to achieve consensus. The participants will leave the session with a better understanding of themselves and how to use their natural talent to lead their project teams.

During the negotiation portion, the participants will learn different tactics used in negotiations and how to recognize their use. More importantly, the participants will learn how to respond to the different tactics to achieve their goals. Using an interactive exercise, the participants will practice initiating and responding to different negotiation tactics to learn how to recognize the clues and practice the responses. The participants will leave this session with a better understanding of themselves, how they communicate, and how to achieve their goals.

LEARNING OBJECTIVES

- How to speak persuasively to build consensus rather than resistance
- How to foster teamwork and make better decisions
- How to engage in emotionally charged, or uncomfortable conversations
- How to recognize and respond to negotiation tactics to achieve a desired goal

COURSE DETAILS & REGISTRATION INFORMATION

Date: Friday, March 6, 2026
Time: 8:00 a.m. – 12:00 p.m.
Cost: \$200 (Breakfast Included)
Instructor: Michael J. Soller P.E. CPC, DBIA

This course can be taken as a stand-alone or as part of the CAF Construction Management Certificate (CMC) Program

Location: Construction Advancement Foundation
6050 Southport Road, Suite A
Portage, IN 46368

Register Online by: March 4, 2026
www.cafnwin.org/Safety-and-Education
or Call the CAF at 219-764-2883