

Executive Seminar: Negotiations for Leaders in Construction

November 20, 2025

SPEAKER
DAVID KELLY
GROWTH SOLUTIONS TEAM

OVERVIEW

Whether you're a Project Manager, Estimator, Superintendent, Project Executive, Preconstruction leader, or Procurement professional, negotiation is a daily part of your work. AGC of Kentucky has partnered with Growth Solutions Team for an interactive seminar designed specifically for construction professionals, giving you practical tools to approach tough conversations with confidence, clarity, and results.

This seminar goes beyond theory — it's a hands-on workshop where you'll practice strategies you can immediately use on the jobsite, in the office, and at the negotiation table.



NOVEMBER 20, 2025



3:00 PM–5:00 PM

(COCKTAIL RECEPTION TO FOLLOW SEMINAR)



GRAY SOLUTIONS

819 WINCHESTER RD, LEXINGTON, KY 40505

Cost per attendee: \$25 includes cocktail reception following seminar.

WHAT YOU'LL LEARN

What You'll Learn:

- Apply Principled Negotiation to everyday scenarios — from change orders and buyouts to schedule recovery and pay applications.
- Build and Communicate a Strong BATNA (Best Alternative to a Negotiated Agreement) using objective, ethical benchmarks like historical data, RSMeans, contracts, and specifications.
- Leverage Five Field Principles — Detach, Disarm, Change the Dynamic, Make it Easy to Agree, and Make it Hard to Say No — to shift negotiations in your favor.
- Prepare, Conduct, and Debrief Like a Pro using a 1-page prep sheet and concise follow-up emails to ensure outcomes are documented and relationships stay strong.

REGISTER NOW



SCAN ME



Negotiate Like a Pro

Turn stand-offs into win-wins. Learn practical tactics — handling resistance, and five field-tested principles — to win better contracts, change orders, and partnerships without burning bridges.



From "No" to "Yes"

Master the moves that shift the dynamic: buy time, disarm, reframe, and land agreements that stick—built for AGC pros who negotiate every day.



Negotiation Skills That Pay for Themselves

Walk away with a clear game plan to prepare, manage difficult counterparts, and get to "yes" on fair terms—on bids, change orders, and vendor deals.