



Int'l Right of Way Assoc

Course 209: Negotiating Effectively with A Diverse Clientele

Instructor: Mike Penick, SR/WA
Location: Country Inn & Suites (E-town), Large Conference Room
107 Buffalo Creek Drive, Elizabethtown, KY 42701
June 16th -17th, 2026, 8:15am to 5pm

***Use one form if more than one attends from same company please.**

1) Name _____	Title _____
2) Name _____	Title _____
3) Name _____	Title _____
4) Name _____	Title _____
5) Name _____	Title _____

Company _____	Address _____
City _____	State _____ Zip Code _____
Phone _____	Fax _____ E-mail _____

Course Cost: \$650.00 per IRWA Member (\$575 for SR/WA Members)

\$700.00 per KYTC or DOT Employee

\$900.00 per NON-IRWA/NON-KYTC member

Fill in

Total Enclosed _____

Registration Deadline:

make check/money order payable to:

None

IRWA Kentucky Chapter 25

And mail to:

**Mike Penick
Louisville Department of Transportation
444 S. Fifth Street, Suite 400
Louisville, KY 40202
502-574-5338
e-mail: mike.penick@louisvillky.gov**

For ACCOMODATIONS:

Country Inn & Suites: 270-769-1334

Ask for the government rate

FOR CREDIT CARD PAYMENTS: Call Mike Penick please

209 - NEGOTIATING EFFECTIVELY WITH A DIVERSE CLIENTELE

- **Course Number:** C209
- **Course Title:** Negotiating Effectively with a Diverse Clientele
- **Course Level:** Intermediate
- **IRWA Credits:** 16 QEU/CEU
- **AQB Credits:** Not Applicable
- **Prerequisites:** Not Applicable

This course explores the processes, dynamics, challenges and opportunities involved when negotiating with a diverse clientele, with the goal of maximizing each participant's personal negotiating power and effectiveness. Participants will increase their cultural awareness and sensitivity, gain awareness of different negotiation styles, learn intercultural communication skills for resolving conflicts and will be exposed to collaborative negotiation for reaching mutually satisfying agreements with people of diverse backgrounds. Participants will also gain a greater understanding of the causes and roots of misinterpretation, which can cause cultural collisions due to factors such as: the dynamics of communication, behavioral prescriptions, assumptions, perceptions, values, reasoning styles, attitudes, language, social relations, ethnocentrism, ambiguity, orientations and patterns, formality, emotion, different values, attitudes and reasoning styles and their relationships to communication and negotiation.

Credentialing

- **New SR/WA:** An intermediate elective course that can be applied towards the SR/WA designation.
- **Specialist:** An intermediate elective course that can be applied towards the R/W-AMC, R/W-EC and R/W-NAC certifications.

Topics

- Intercultural negotiations
- Intercultural competence
- Building relationships across cultures
- Intercultural communications
- Cultural dimensions comparison
- Language and culture
- Descriptive vs. interpretive statements
- Dimensions of diversity

Course Tuition Includes

- Participant Manual (PDF)