



24.06.2026

# Radically Human

Trusted Negotiation

**NEGOTIATION<sup>1</sup>**  
advisory group



**Hamburger  
Energiewerke**



**NEGOTIATION**  
advisory group



**NINA BOMBERG**

- **CPO Hamburger Energiewerke**
- Rebuilt procurement functions four times
- Brings real-world transformation and implementation experience
- **Fun Fact:** lived in Mallorca



**JÜRGEN PEUKERT**

- **Partner Negotiation Advisory Group**
- Transformation advisor to DAX and family-owned companies
- Brings structure, frameworks and strategic challenge
- **Fun Fact:** Hammond B3

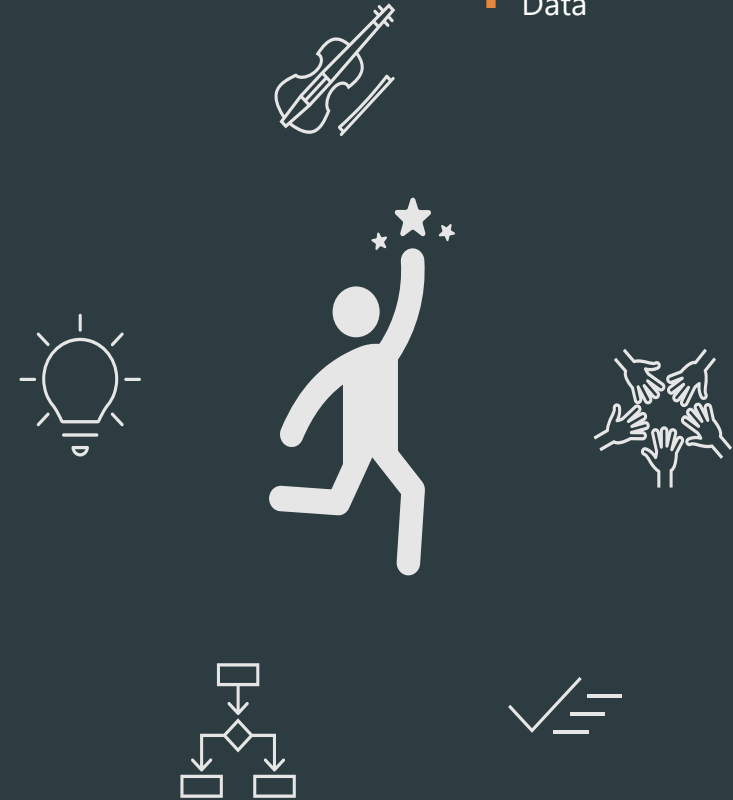


# Radically Human



- VUCA
- Supply Chains & Supply Reliability & Resilience
- Cost & Cash & Value
- Uncertainty & Ambiguity
- Supplier Knock Outs, Consolidation, Reliability
- AI .... everywhere?
- Ownership & Accountability!

## Trusted Negotiation



- Business Strategy & Eco Systems
- Gain Share
- Risk Mitigation
- Total Value Ownership
- ESG
- Data

# Mythos: negotiation happens in the event

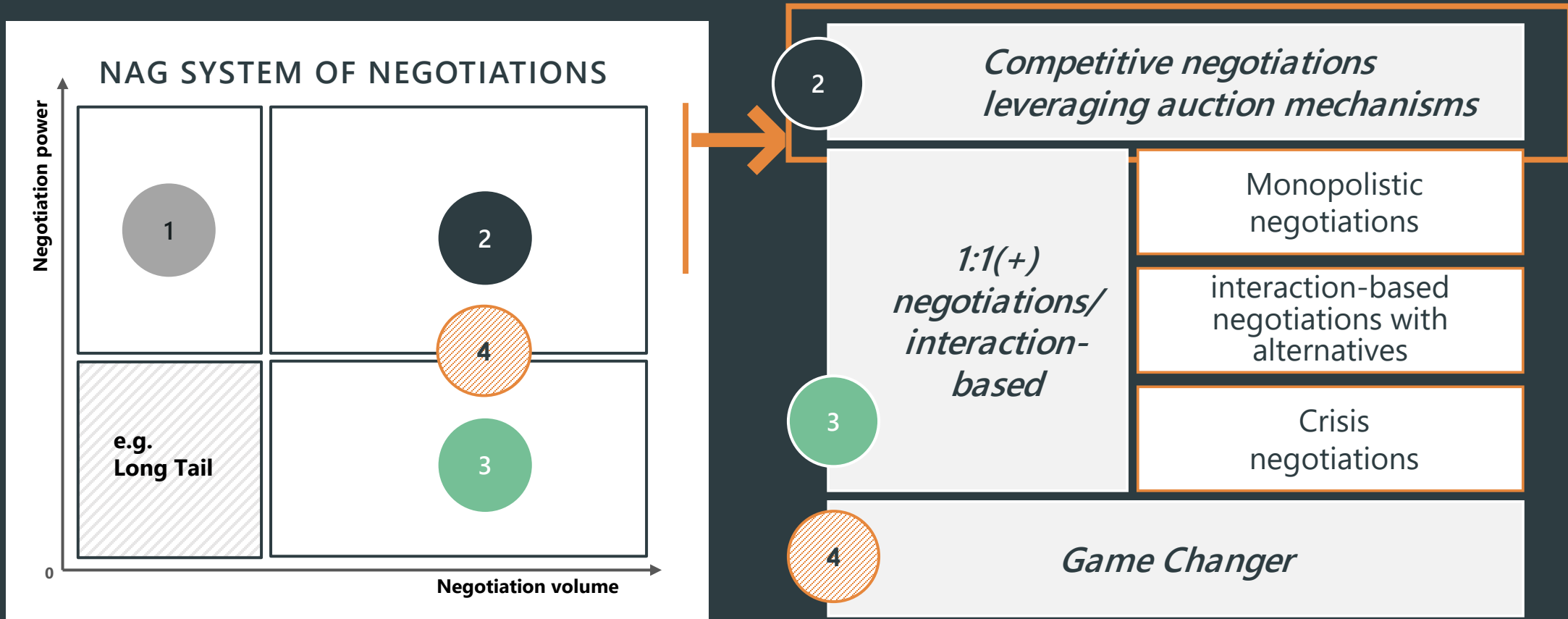




**Fact: negotiations are orchestrated, guided, practiced pre-event**  
*Partitur or Lead Sheet; Symphony or Jazz?*



# Most organizations don't have a negotiation system established



# How does good look like?!

## Leading Practice Deep Dive: „competitive negotiations“

**Committed Stakeholders**  
Creating **Negotiation Power**

**xx%  
Value**

Preparation

Negotiation

Follow-up

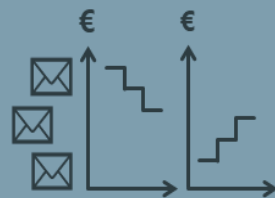
Analysis

|         | L1 | L2  | L3  |
|---------|----|-----|-----|
| Prod. A | X  |     | (X) |
| Prod. B |    | (X) |     |
| Prod. C | X  | X   |     |

Monetary evaluation



Negotiation design



Commitment



Supplier  
Communication



Award negotiation

Company XY

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Offer: \_\_\_\_\_ X €

Lessons Learned



Data Treasure

Game Theory

Data Science

**1,5%-  
3,5%  
Value\***

Game Theory

Data Science

Game Theory

Data Science

**~7%  
Value\***

Game Theory

Game Theory

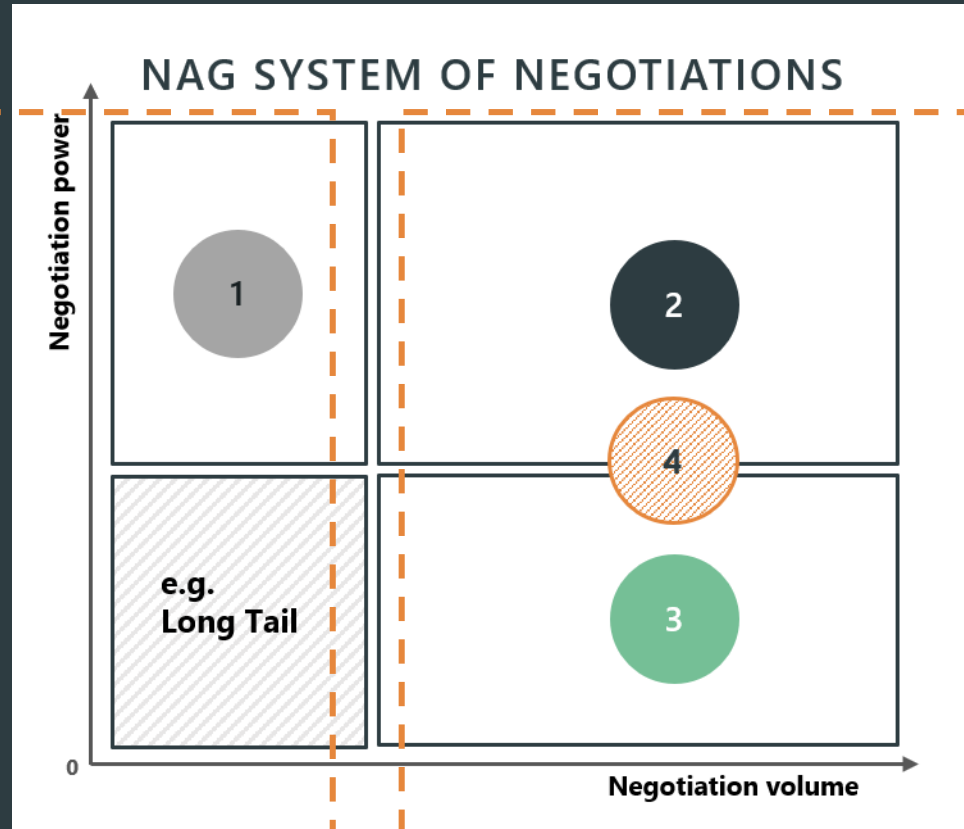
Data Science

\* Source: Statistical record of all negotiation projects over the last 3 years

# Orchestrating & elevating negotiations

## AI & AGENTIC

Engineered  
Clear accountability  
Cyber protected  
Trusted



## RADICALLY HUMAN

Guided  
Orchestrated  
Committed Power  
Clear roles  
Clear accountability  
Trusted



# Scaling: from momentum to movement



# Leadership



Decision making in uncertainty, .... coping with ambiguity

Balancing risk & value

Align stakeholders & building trust

Emphatic, reliable, trusted

**Own it ... lead it**



# The future is YOURS... and depends on your LEADERSHIP!

The future belongs to organizations that do not leave **negotiation** to chance, but manage it **systematically** as part of their **operating model** and **organizational DNA**

