



Perceptive Learning

NEGOTIATION EXCELLENCE

Practical skills for conflict resolution and agreement making - for anyone.

Traditional negotiation typically involves each side taking a position, arguing for it, and making concessions until they reach agreement—or compromise. Positional bargaining is usually win/lose, short term, and destroys the relationship. This program features a 5-step process where participants learn how to negotiate more successfully to reach agreements that are satisfying to all parties, and will enhance their ongoing relationships.

Changing the Game to Principled Negotiation

A negotiator's goals should be a satisfying outcome, efficiently reached and amicably ended. The method for achieving these goals is a 5-step strategy:

- **Separate the people from the problem.**
In every negotiation, two levels of negotiation take place—relationship and substance. It is important to be soft on the people, and hard on the problem. Participants should see themselves working side by side, attacking the problem, not each other.
- **Focus on interests behind positions.**
The object of a negotiation is to satisfy underlying interests, not give in to positions. Participants will see that for every interest, usually several possible solutions exist that could satisfy it.
- **Invent options for mutual gain.**
In finding ways to satisfy all interests, participants will learn to generate a variety of options before deciding – expand the pie before dividing it.
- **Insist on using independent standards.**
Once participants have selected a few options out of all the possibilities, they will measure them against objective criteria for a fair decision.
- **Develop your BATNA (Best Alternative to a Negotiated Agreement).**
Participants will learn what to do in the event they fail to reach agreement in the negotiation.

The Strategy Applied

Participants apply the five steps of the strategy in a major case study, to demonstrate their understanding of the principles in a practical application without the distractions that can accompany their own case. They will then also apply principled negotiation to their own case study. They are assisted by an observer and coached by the instructor.