



WINNING NEGOTIATION



NEGOTIATION



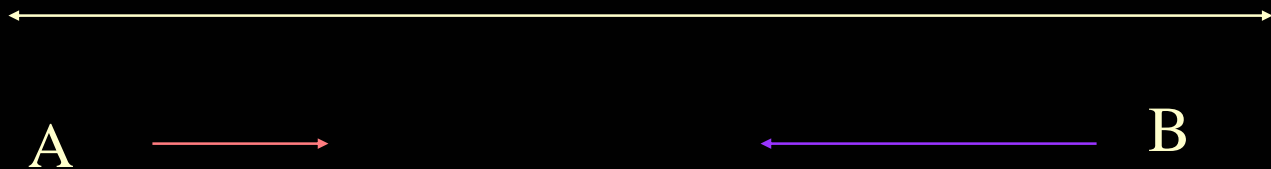
NEGOTIATION

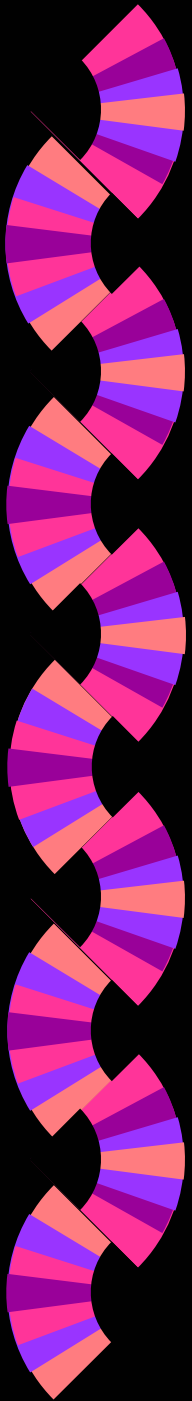
- ◆ A PROCESS BY WHICH PARTIES TO A CONFLICT ATTEMPT TO RESOLVE THAT CONFLICT BY AGREEMENT.
- Gavin Kennedy, “Managing Negotiations”, Business Books, London, 1982, p. 10



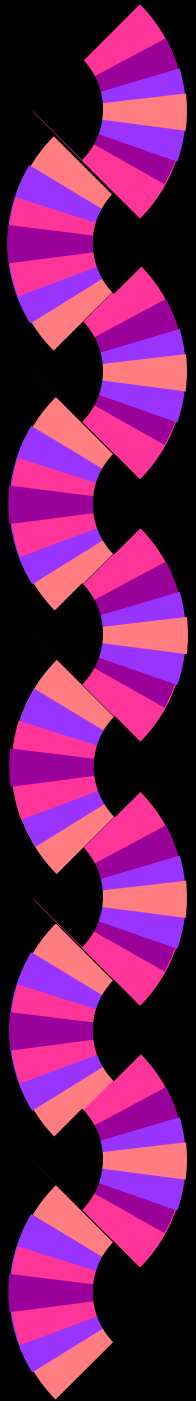
NEGOTIATION

- ◆ A PROCESS THROUGH WHICH PARTIES MOVE FROM THEIR INITIALLY DIVERGENT (different & opposing) POSITIONS TO A POINT WHERE AGREEMENT MAY BE REACHED.





- ◆ BOTH PARTIES MUST MOVE SUFFICIENTLY TO ARRIVE AT A NEGOTIATED SETTLEMENT.



◆ ZONE



ONE PARTY MOVES

- ◆ WIN-LOSE



BOTH PARTIES MOVE

- ◆ POSSIBILITY OF NEGOTIATED SETTLEMENT...ON CONDITION....
- ◆ \
- ◆ BOTH PARTIES MOVE SUFFICIENTLY

NEGOTIATION

**A COMMUNICATION PROCESS
INVOLVING TWO OR MORE
PARTIES**

**CONSIDERING
ALTERNATIVES**

**TO ARRIVE AT A MUTUALLY
AGREABLE SOLUTION OR**

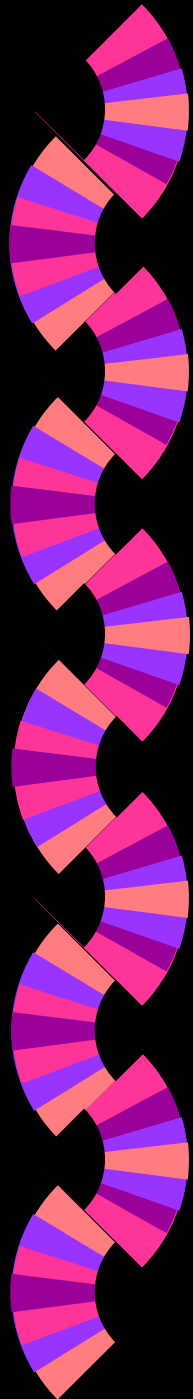
**TO REACH MUTUALLY
SATISFACTORY OBJECTIVES.**





BATNA

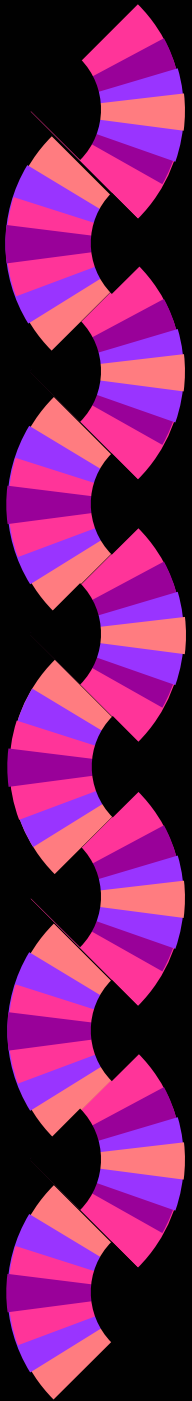
- ◆ BEST
ALTERNATIVE
- ◆ TO A
- ◆ NEGOTIATED
- ◆ AGREEMENT



POSITIONS VERSUS INTERESTS

CROSS-CULTURAL NEGOTIATION

- ◆ A PROCESS BY WHICH AT LEAST TWO PARTIES
- ◆ **WITH DIFFERENT CULTURAL VALUES, BELIEFS, NEEDS AND VIEWPOINTS**
- ◆ TRY TO REACH MUTUAL AGREEMENT
- ◆ ON MATTERS OF MUTUAL INTEREST,





PURPOSE OF NEGOTIATION

- ◆ TO CREATE A BENEFIT TO THE NEGOTIATOR THAT WOULD NOT OTHERWISE HAVE BEEN OBTAINED
- ◆ WITH NEGOTIATION, BENEFIT IS POSSIBLE



GOAL OF NEGOTIATION

- ◆ THE GOAL OF NEGOTIATION IS NOT TO REACH ANY AGREEMENT (AS IT MAY BE UNFAVOURABLE TO YOU.)
- ◆ IT IS TO REACH AN AGREEMENT THAT IS BETTER FOR YOU THAN WHAT YOU WOULD BE WITHOUT ONE.



WHEN IS NEGOTIATION NECESSARY?

- ◆ NEGOTIATION IS NECESSARY WHEN TWO OR MORE PARTIES,
- ◆ WHO ARE ALREADY IN SOME SORT OF RELATIONSHIP, OR
- ◆ WHO COULD ENTER INTO A MEANINGFUL RELATIONSHIP
- ◆ ARE FACED WITH A DIFFERENCE IN VIEWPOINT



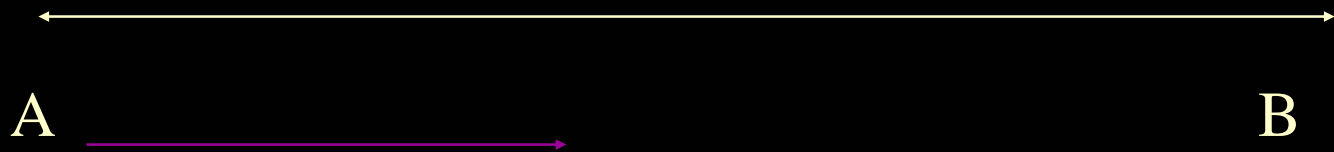
MOVEMENT

- ◆ FOR NEGOTIATION TO SUCCEED, MOVEMENT IS ESSENTIAL.
- ◆ THE NATURE OF THE MOVEMENT DETERMINES THE OUTCOME OF THE NEGOTIATION (who moves, by how much)
- ◆ LET'S LOOK AT THE POSSIBLE OUTCOMES OF NEGOTIATIONS



ONE PARTY MOVES

- ◆ WIN-LOSE OUTCOME
- ◆ PARTY THAT DOES NOT MOVE WINS



B not moving



Both parties do not move

◆ Lose-lose



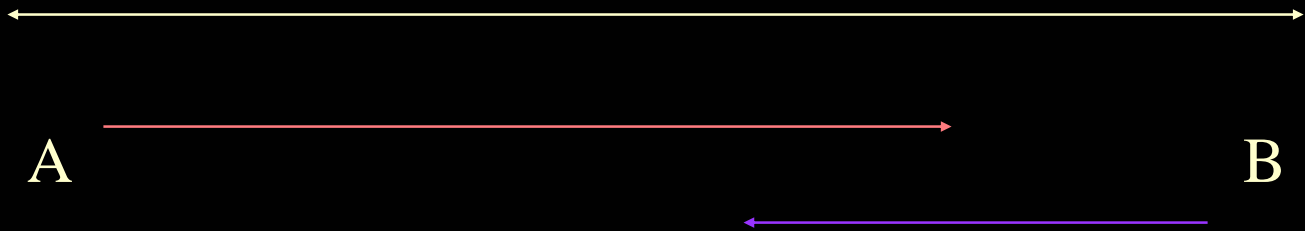
A

B



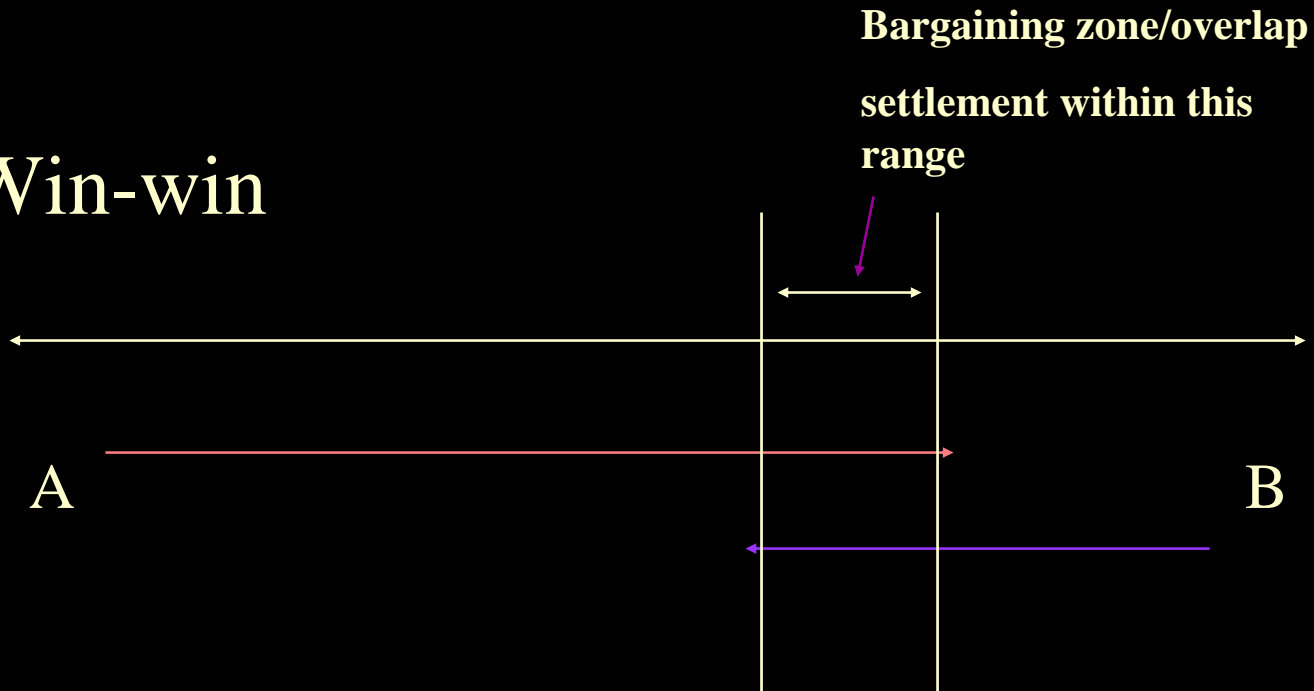
Both parties move

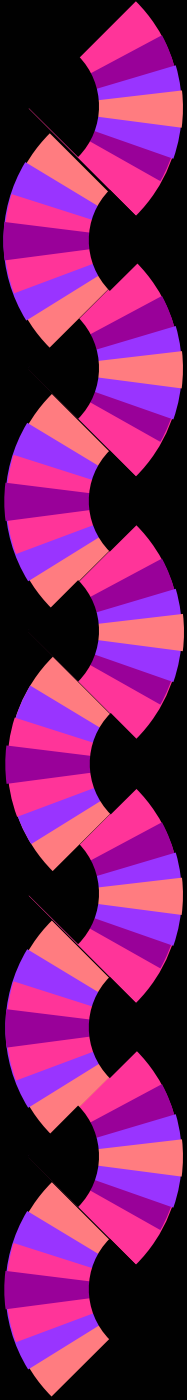
- ◆ Move sufficiently....
- ◆ Win-win



Both parties move

- ◆ Move sufficiently....
- ◆ Win-win





Win-win

- ◆ Preferred outcome of negotiations



FEEL GOOD!

- ◆ FEEL GOOD AT THE END OF A NEGOTIATION!