

# Principled Negotiations

## Session Description

Top negotiators quickly uncover the underlying interests of what is motivating the other party and what they truly want to accomplish, rather than falling into the trap of debating fixed positions. Effective negotiators know how to move past stated and rigid positions by building flexibility in decision-making and expanding from a solution to generating multiple options.

Negotiations often require a series of smaller meetings and choice points whose outcome is the difference between success or failure. Each step in the negotiation process must do two things: achieve the business outcome and maintain partnership and goodwill. By keeping this strategy in mind throughout the process, top negotiators are able to achieve the best possible terms and leave everyone feeling that they have won in some way.

### **PRINCIPLED NEGOTIATIONS OUTCOME: ACHIEVING THE BEST POSSIBLE RESOLUTION WHERE ALL PARTIES FEEL THEY HAVE WON IN SOME WAY**

Principled Negotiation skills are based on three key principles:

- 1) Separate people from the problem,
- 2) identify outcomes, not positions, and
- 3) generate options, not demands.

Program participants master a 5-step principled negotiation model that includes:

- Mentally preparing with confidence
- Creating a collaborative, value-based interaction
- Identifying the real problem (rather than being derailed by symptoms)
- Establishing objective criteria for resolution
- Setting clear boundaries and limits
- Moving past stated demands to underlying interests
- Maintaining goodwill throughout the process
- Effectively countering hard negotiation moves

## SESSION RESULTS

The Principled Negotiations program produces skilled and confident negotiators who know how to achieve the best possible terms and maintain the partnership. The Malandro interactive and hands-on approach for learning and coaching creates a powerful laboratory for mastering new negotiation skills and strategies. The Principled Negotiations model is highly effective in a variety of settings such as group negotiations, one-on-one interactions, and single or multiple issue situations.

## SESSION FORMAT

3.5 Days: Maximum of 12 Participants