

## 1. LEARNING OBJECTIVES & INTRODUCTIONS

### Opening Remarks

At the conclusion of this live, interactive seminar, you will be able to negotiate better in life.

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At the conclusion of the session, you will be able to

- Define the essential elements of every negotiation
- State why each negotiation is an art, not only a science
- Prepare for your next negotiation
- State your baseline

A negotiation is

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Every negotiation is a dialogue. Consider the communications model

The science versus the art



There are two types of a negotiation. The principled negotiation is the most common.

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Essential #1: Always know your best alternative to a negotiated solution (BATNA)

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Activity: List things you need to negotiate (4 minutes)

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Essential #2: Know your counterpart

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It's your job to learn your counterpart's interests

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Activity: For one negotiation, what do you know about your counterpart (5 minutes)

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Essential #3: Know your needs, wants, and nice-to-haves

Needs

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Wants

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Nice-to-haves

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Activity: What are your needs, wants, and nice-to-haves. (4 minutes)

Needs

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Wants

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Nice-to-haves

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Essential #4: Know your barely acceptable solution

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Activity: State your baseline. (5 minutes)

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7 Steps for an effective negotiation

1. Prepare to manage uncertainty
2. Define your goal
3. Develop a strategy
4. Engage
5. Acknowledge and embrace chaos
6. Improvise
7. Adapt

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Essential #5: Determine your battle plan

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After you negotiate, do a post-mortem. There are no regrets, just lessons learned

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Activity: Reflect on your most recent negotiation, what lessons did you learn. (5 minutes)

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**My Top 3 Take-Aways and Personal Action Items**

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