



# The Art of Effective Negotiation



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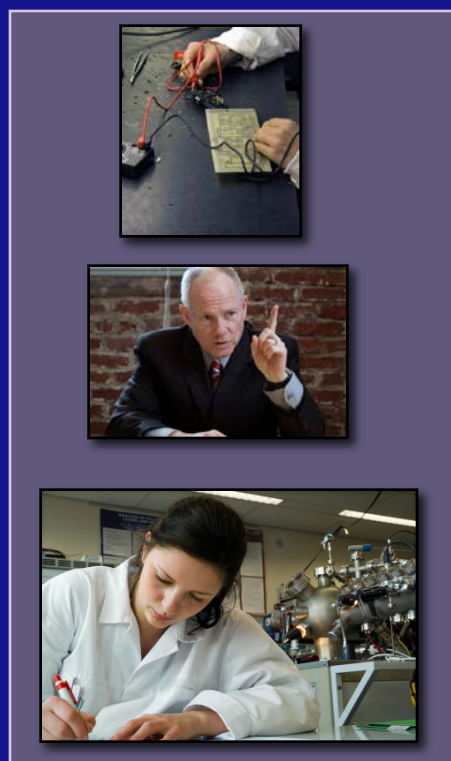
**COACH**  
<http://coach.uoregon.edu>

# Moving from the classroom to the workforce

Classroom



Academic  
Research



First job



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Where do we as scientists and engineers learn about appropriate workplace behavior and effective communication methods in the laboratory environment?

Mostly by example.



Effective negotiation is more than  
just asking for a higher salary

it's really about reaching an  
agreement on a tough subject

# Today's focus

Successful techniques for  
increasing your communication  
and negotiation skills in the  
technical workplace.

# Learning Goals for Effective Negotiation

- Recognize what is - and isn't - a negotiating situation
- Identify your negotiables
- Know your “BATNA” and “ZOPA”
- Identify your own negotiating style
- Understand the importance of data
- Be ready for some “theatre”

# Ground Rules for a Productive Negotiation

- Professional exchange - not an emotional fight or game.
- Expectation of “give and take.”
- Desire to reach a “win-win” rather than a “winner take all” solution.



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# What Negotiation Isn't

- Argument
- Debate
- Game Playing
- Solely Social Ritual
- Solely Competitive





Negotiation is NOT a  
one shot deal.

It's a 10 Act Play!

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# What are my Negotiables?



**First step:** Assume that *most* things in your lives are negotiable

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# What are my Negotiables?

- Authorship on papers
- Time on equipment
- Attending meetings
- Personal time
- Teaching responsibilities
- Completion date
- Family responsibility conflicts
- Office space
- Resources for dept. activities
- Salary and benefits
- Moving expenses
- Duration of appointment
- Course load

## **New job:**

- Starting salary and date
- Facilities/Space/Equipment
- Travel budget
- Moving expenses
- Office furniture and equipment
- Staff support

What would you like to  
negotiate for now?

Who do you need to  
negotiate with?

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# BATNA

- Always ask yourself - what is my BATNA?  
“Best Alternative To A Negotiated Agreement”

Consider and evaluate your alternatives.

Establish the best as your BATNA.

**BATNA is dynamic** – it can change through the negotiation as you learn of the other’s resources and objectives.

# BATNA

➤ Also ask yourself - what is THEIR BATNA?

**Your task** is to try to learn their BATNA and work to come to a consensus that aligns with your BATNA.



# BATNA and ZOPA

## ➤ What's my ZOPA?

“Zone of Possible Agreement”

Many contributions can go into this zone of agreement, some tangible and some intangible.

## ➤ Consider what their ZOPA might be.

Reasonable  
Upper Limit

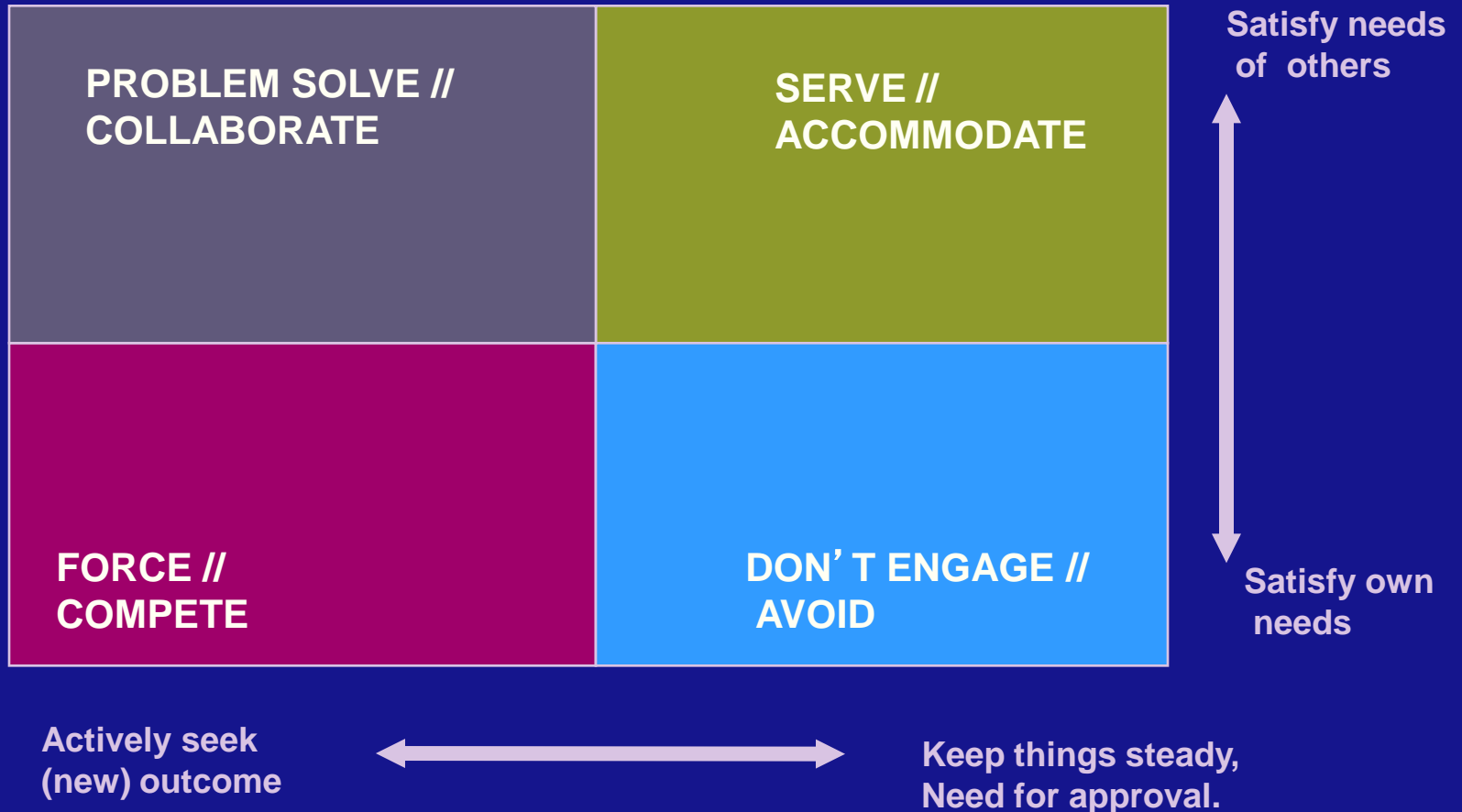


Acceptable  
Lower Limit

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# Know your negotiating style



And modify it if necessary.

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# Get the Data!

The facts are your friends!

“Nothing Personal - Strictly  
Business”

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# Approaches to Problemsolving

## ➤ Explore

- Launch some trial balloons and study the response
- Sum up areas of agreement and disagreement

## ➤ Invent (based on priorities – low cost, high benefit)

- Expand the Pie – work together to get resources
- Nonspecific Compensation – do something extra
- Logrolling – trade off
- Cost Cutting – give them one high priority

# Tactics to Use in High Drama Situations

- Silence is golden
- Higher authority
- I' ll think about it & get back to you
- Put it in writing
- Be relentlessly pleasant



# Beyond Negotiation: Difficult Conversations

## *Putting out fires without burning bridges*

### Learning Goals:

- Identify behavior and language that is unproductive or inappropriate.
- Develop skills that reduce the heat rather than flame the fire.
- Learn techniques to help maintain your composure.
- Learn how to keep the dialogue focused on resolving the conflict.
- Know when a mediator is necessary to resolve the issue.



# Responding to Difficult Tactics

- Take a breath
- Try to understand BOTH points of view
- Acknowledge their reality
- Go to the balcony
- Return to exploring interests
- Keep your body relaxed, open
- Step to their side
- Reframe and repackage the issues

# Stop using words that undercut your power

I' d *just* like to say something

I' m a *bit* concerned

*Perhaps* we should

*I may not be right* but what if we....

Others?

# Use powerful and strong statements

<u>Use</u>	<u>Instead of</u>
I'm confident	I think
I know	I hope
I believe	I feel
I will do	I'll try
I'm certain	I'm not sure

# Don't diminish your message

“You may already know this but...”

“I could be wrong...”

“It's just my opinion but...”

“This is probably a stupid question...”

“You probably know more about this than I do but...”

# Recognize the importance of body language in a negotiation

Up to 93% of communication is nonverbal

- Stand or sit tall with open posture and gestures
- Have the head and chin up
- Use respectful and attentive eye contact



# Recognize the importance of body language in a negotiation

## in a negotiation

Study their body language to help you understand what is not being verbally communicated.



# Summary of Techniques for Effective Negotiation

- Identify your negotiables
- Recognize what is - and isn't - a negotiation situation
- Know your "BATNA" and "ZOPA"
- Identify your own negotiating style
- Understand the importance of data
- Learn benefits of collaborative negotiations  
*Be relentlessly pleasant - its good for everyone!*



***For more information about COACh***

***<http://coach.uoregon.edu>***

***The slide presentation will be posted on the  
COACh International portion of the website.***

***Click on the Tanzania pin on the map.***

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# Practicing Cases

- Break up into groups of 4.
- Designate one person as the graduate student and one as the professor.
- Designate one as a “coach”.
- Designate one as an observer.

# Research shows that you can summon a surge of power and confidence with simple exercises

Holding a “power body pose” for 2 minutes

- increases feelings of power
- increases tolerance for risk

The powerful postures allowed subjects to gain confidence due to psychological, physiological, and behavioral changes

Strong body poses



Weak body poses

