Negotiating for Success

In today’s knowledge economy, negotiation among peers is at the heart of just about every successful endeavor.

Topics:
1. Why is Negotiating Important for Women?
2. Negotiation Framework
   a. Plan / Priorities / Process / Action
   b. Best Alternative to Negotiated Agreement (BATNA)
   c. Agreement / Close
   d. What Not to Do
3. Prepare, Be Brave and Take Action!

Why is Negotiating Important for Women?
- We negotiate everyday – this isn’t just about salary!
- Research suggests that 20% of women never negotiate at all. (HBR 2018 – Research: Women Ask for Raises as Often as Men, but Are Less Likely to Get Them)
- Negotiating can help you make a better impression
- Stereotypes – Are you helping change this issue or adding to the stigma?
  o Agentic stereotypes: Confident, assertive, independent
  o Communal stereotypes: Nurturing, kind, relationship-oriented
- Negotiation is a daily endeavor, shouldn’t we all be great at it?

Negotiation Framework
Prepare for the negotiation through the PLAN
- Prepare
- Look – Collect data
- Analyze – Review data
- Negotiate

As you prepare keep you priorities in mind as you start to learn and develop the next steps.

Key Priorities:
1. Learn as much as possible about the person you are dealing with
2. Learn as much as possible about the company you are dealing with
3. Discovering as much as possible about his/her/its circumstances

Process: Focus on being open and engaged in the negotiation process
- Focus on innovative problem solving
- Positive intent: Before, during, after
- “Pull” behaviors
  o Questioning – How, why, who
  o Listening
Key Process Actions:
- Focus on the problem – not the people or emotions
- Focus on interests and gains
  - Communal thinking: Take the perspective of the other party
  - Avoid “I” and use “we” – Create the win-win scenario
- Develop multiple outcomes

Best Alternative to Negotiated Agreement (BATNA)
- Define your minimal acceptable agreement
- Think through what would be the minimal acceptable agreement for your negotiating partner
- Why spend time on this?
  - Control over the unknown
  - Flexibility
  - Comfort
  - Preparation
- Examples: Salary, licensing agreement, service costs

Agreement/Close:
- Focus on the strategy & next steps
  - Always think through the ideal next step & the minimal acceptable next step
- Positive Emotion – Built through emotional intelligence and confidence
  - Use the warmth and empathy to aid in your negotiation goal

What Not to Do:
- Threaten to walk away
- Give Up
- Limit preparation time
- Remain firm

Prepare, Be Brave and Take Action!
- Only you can decide the outcome you are looking for in any negotiation, decide, prepare, build confidence and take action
- Building emotional intelligence and confidence are two critical steps in negotiating for success: Read, discuss, participate, grow

Suggested Reading:
- Getting to Yes – Fisher and Ury
- The Confidence Code – Kay & Shipman
- Women Don’t Ask – Babcock & Laschever
- Lean In Website – Negotiation Advice for Women
- HBR online: search “negotiating”

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