



## Negotiation

### Materials:

- Worksheet

### Brainstorm

What do you think the biggest challenge is when you're negotiating with someone? What gets in the way of getting what you want?

### Discuss

Accept student responses and generate a list on the board.

### Dive in!

Clearly, we've got quite a list of problems that get in the way of successful negotiation. The good news is that there is a lot of research that has gone into helping us understand how to negotiate effectively. Stanford researcher Margaret Neale, has been working on the elements of great negotiation for a long time. She says most people enter into negotiation to get a deal, but she says this is wrong! The goal is to get a GOOD deal! And there are some steps that we should take to make that happen.

1. PLAN - can I have influence over the outcome, so that I'm better off than without negotiation?
2. PREPARE
  - a. What are MY interests?
    - i. What happens if the negotiation fails? What are my alternatives?
    - ii. What is our "reservation price"? What is the point that we will walk away from the negotiation and choose to go with our alternative?
    - iii. What is our aspiration? What is the optimistic outcome of our negotiation?
  - b. What are the interests of the other party?
3. ASK - You have information that the other party doesn't have and they have information that you don't have. The magic happens when you come together to share your perspectives.
4. CHUNK the issues together. Don't negotiate issue by issue! Not all issues are equal. You might care about some things more than others. If you negotiate each issue at a time, you can find yourself feeling like "well, I should win this issue because you won



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the last issue.” Rather, think about putting together a proposal with ideas that reflects each side’s contributions.

### Activity

Distribute copies of the worksheet to students. Find a partner to work with to fill out the chart on our worksheet. Using the 4 steps to Getting a GOOD Deal, your task is to work together to come up with some ideas for the scenario. After, we’ll share as a class to get more ideas on how to negotiate to get a GOOD deal.

**Reflect** How might you use the 4 steps to Getting a GOOD Deal in your future negotiations? Think about a negotiation that you have had recently or have coming up and make some notes for yourself.

*PLAN:* \_\_\_\_\_

*PREPARE:* \_\_\_\_\_

*A) My interests: (alternatives, reservation price, aspirations)*

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*B) Their interests:*

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*ASK:* \_\_\_\_\_

*CHUNK:* \_\_\_\_\_

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### Extend and Enrich

Have students role play negotiating the practice scenario and add to their planning sheet. Write down any insights.

### For Further Study

5 Steps to Master the Art of Negotiating <https://www.entrepreneur.com/article/253074>

Emotion and the Art of Negotiation <https://hbr.org/2015/12/emotion-and-the-art-of-negotiation>

Margaret Neale: Negotiation: Getting What You Want <https://youtu.be/MXFpOWDAhvM>



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### Professional Development

When negotiating for yourself, what part of the negotiation process do you think you might neglect? Where are your negotiation strengths?