



THE ART OF NEGOTIATION

**PRESENTED BY YOUR EMPLOYEE ASSISTANCE
AND WORKLIFE PROGRAMS**

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OBJECTIVES

- Define negotiation and understand its core principles
- Know when to negotiate and why
- Identify successful negotiation outcome traits
- Review various approaches to negotiation
- Understand how to create effective negotiation strategies

REFLECTION

Recall your last negotiation at work, at home, or in daily life

- What did **you** want?
- What did **they** want?
- How did it go?



SECTION 1:

NEGOTIATION

What it is and why it's needed

WHAT IS NEGOTIATION?

A dialogue to reach mutually beneficial outcomes



- Find common ground
- Manage relationships
- Create shared value

THE ROLE OF NEGOTIATION

Negotiation helps us:



Achieve goals

Reach desired outcomes
(win-win, win-lose, no agreement)



Build relationships

Foster trust and collaboration
for future interactions



Create value

Find common ground and
mutual benefit



Resolve conflict

Address disagreements and
find solutions

SECTION 2:

SUCCESSFUL NEGOTIATION

Characteristics and types

SUCCESSFUL NEGOTIATORS

Key characteristics

Communication skills

- Active listening
- Clear articulation
- Insightful questions

Emotional intelligence

- Self-awareness
- Empathy
- Rapport building

Strategic thinking

- Thorough preparation
- Creative problem solving
- Patience and persistence



THREE TYPES OF NEGOTIATION



Soft

- Prioritizes relationships
- Makes concessions readily
- Avoids confrontation

Risks:

- Suboptimal outcomes
- Exploitation



Hard

- Views as a win-lose contest
- Takes extreme positions
- Uses pressure tactics
- Damages relationships
- Limits future collaboration



Principled

- Focuses on mutual interests
- Separates people from problems
- Generates mutual gain options
- Preserves relationships

EXAMPLE: SALARY NEGOTIATION



Soft

- “I’ll take whatever you think is fair.”

Result:

Gets less than market rate



Hard

- “I demand \$X,” or “I quit.”

Result:

Creates tension and may backfire



Principled

- “Based on market research and my contributions...”

Result:

A fair outcome, leaving the relationship intact

**Same situation, different approaches,
different outcomes.**

SECTION 3:

SIX STEPS OF EFFECTIVE NEGOTIATION

SIX STEPS TO NEGOTIATION

A proven framework for effective negotiations:



Prepare

Research and plan



Discuss and explore

Understand needs



Generate options

Brainstorm solutions



Propose

Present offers



Summarize

Confirm details

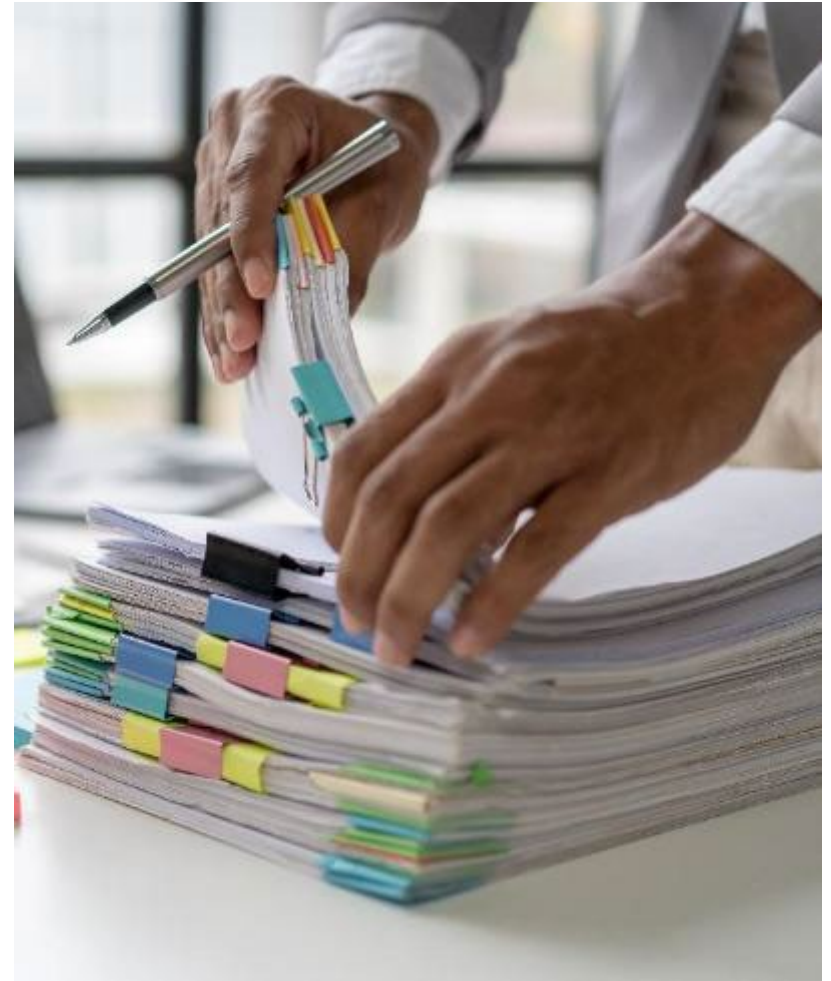


Close

Finalize agreements

STEP 1: PREPARE

- **Define your goals**
 - Set clear objectives and ideal outcomes
- **Know your limits**
 - Understand your walk-away point and acceptable range
- **Gather information**
 - Research the other party's interests and constraints
- **Plan your approach**
 - Anticipate objections and prepare your proposals



STEP 2: DISCUSS AND EXPLORE



- **Assess others' needs**
 - Listen to understand
- **Ask open questions**
 - Gather key information
- **Find common ground**
 - Seek mutual solutions
- **State your needs**
 - Be clear and transparent

STEP 3: GENERATE OPTIONS

- **Dedicated brainstorming**
 - Separate generation from evaluation
- **Share and build**
 - Present ideas, build on suggestions
- **Thoughtful responses**
 - Acknowledge and understand interests



STEP 4: PROPOSE

Present solutions that address shared interests.

Present clear proposals

Share specific offers tied to the needs discussed

Support your position

Use facts, data, and examples to explain your proposal

Balance interests

Ensure the proposal considers both sides' priorities

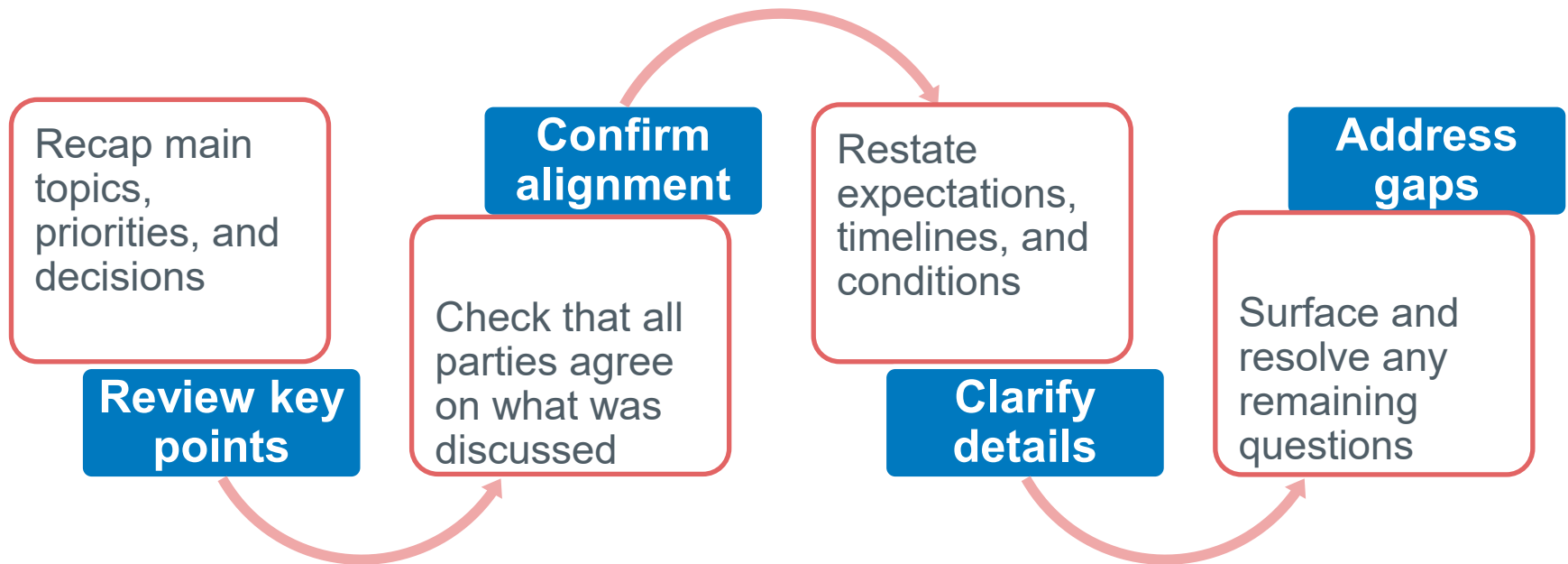
Invite dialogue

Ask for feedback and be open to adjustments

Effective proposals are clear, supported, and collaborative.

STEP 5: SUMMARIZE

Confirm understanding before final agreement



Summarizing ensures clarity and prevents misunderstandings before closing.

STEP 6: CLOSE



The closing phase transforms discussion into commitment, ensuring lasting agreement and positive relationships.

– List issues and wants

- Review all key topics
- Confirm essential interests

– Summarize agreements

- Detail commitments, timelines, and responsibilities

– Obtain final agreement

- Secure explicit confirmation
- Document and plan follow-up

A strong close ensures clarity, commitment, and preserves relationships.

APPLICATION

Connect concepts to your real-world experiences



Exercise:

- Recall a recent negotiation
 - What was the outcome?
 - Which framework steps did you use or skip?
 - What worked well?
 - What led to success?
 - Which steps could enhance future outcomes?

This practice helps internalize the framework and grow your negotiation skills.

BUILD A STRATEGY FOR SUCCESS

Strategic principles for consistent success



Know your objectives: Stay focused



Paraphrase: Confirm understanding



Listen actively: Build trust



Keep an open mind: Discover solutions



Find common ground: Expand agreement



Evaluate all options: Decide carefully

RESOURCES

Books

- ***Getting to Yes: Negotiating Agreement Without Giving In***
 - Roger Fisher, William L. Ury, and Bruce Patton, 2011
- ***Emotional Intelligence***
 - Daniel Goleman, 2005

TED Talk

- ▶ [The Walk from “No” to “Yes”](#)
 - ▶ William Ury

Online Articles

- [Top Business Negotiation Articles](#)
 - Harvard Blog
- [How to Negotiate Effectively](#)
 - Forbes

Podcasts

- [Negotiate Anything](#)
 - Kwame Christian
- [To Negotiate Better, Start with Yourself](#)
 - Harvard Business Review

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