

A large, light pink brushstroke graphic that serves as a background for the text. It has a soft, painterly texture with visible brush marks.

# ***Negotiation***

NALSAR PGDM ON ADR

# ***Neuroscience of Negotiation***

- Humans can pay a high cost to avoid unfairness
- Our perception of fairness is highly subjective
- Accommodation and conciliatory gestures are natural
- Unexpected conciliatory gestures are more effective
- People will do what you tell them not to do

# ***Distributive Bargaining***



- The only solution is the division of resources
- Only when you lose, I win
- Zero sum
- Short term relationships

# ***Strategies to Distributive Bargaining***

- Preparation, BATNA, WATNA, ZOPA
- Anchoring
- Ask why and how

# ***Integrative Bargaining***



# ***The iceberg***

# ***My Experiments with Mediation Theory***



# ***SEPARATE THE PERSON FROM THE PROBLEM***

Perceptions

Create skin  
in the game

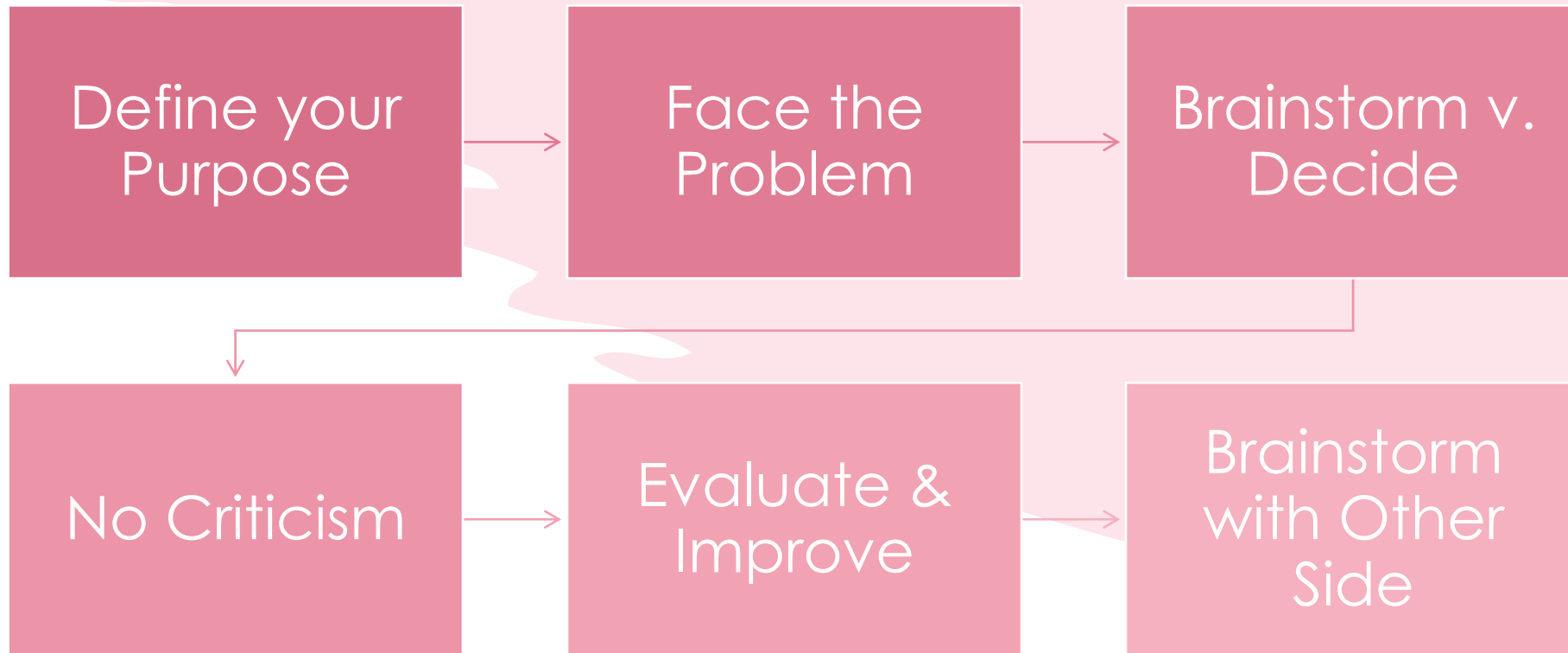
Deal with  
emotions

Put yourself  
in their  
shoes

Make  
proposals  
consistent  
with their  
values

Take a  
break!

# ***INVENT OPTIONS FOR MUTUAL GAIN***



# ***INSIST ON USING OBJECTIVE CRITERION***

Fair  
Standards

Fair  
Process

Reason,  
Be Open  
to Reason

Yield to  
Principle,  
Not  
Pressure

## ***CREATE ALTERNATIVES WHEN YOU HIT A ROADBLOCK***



# ***THE SHARK***

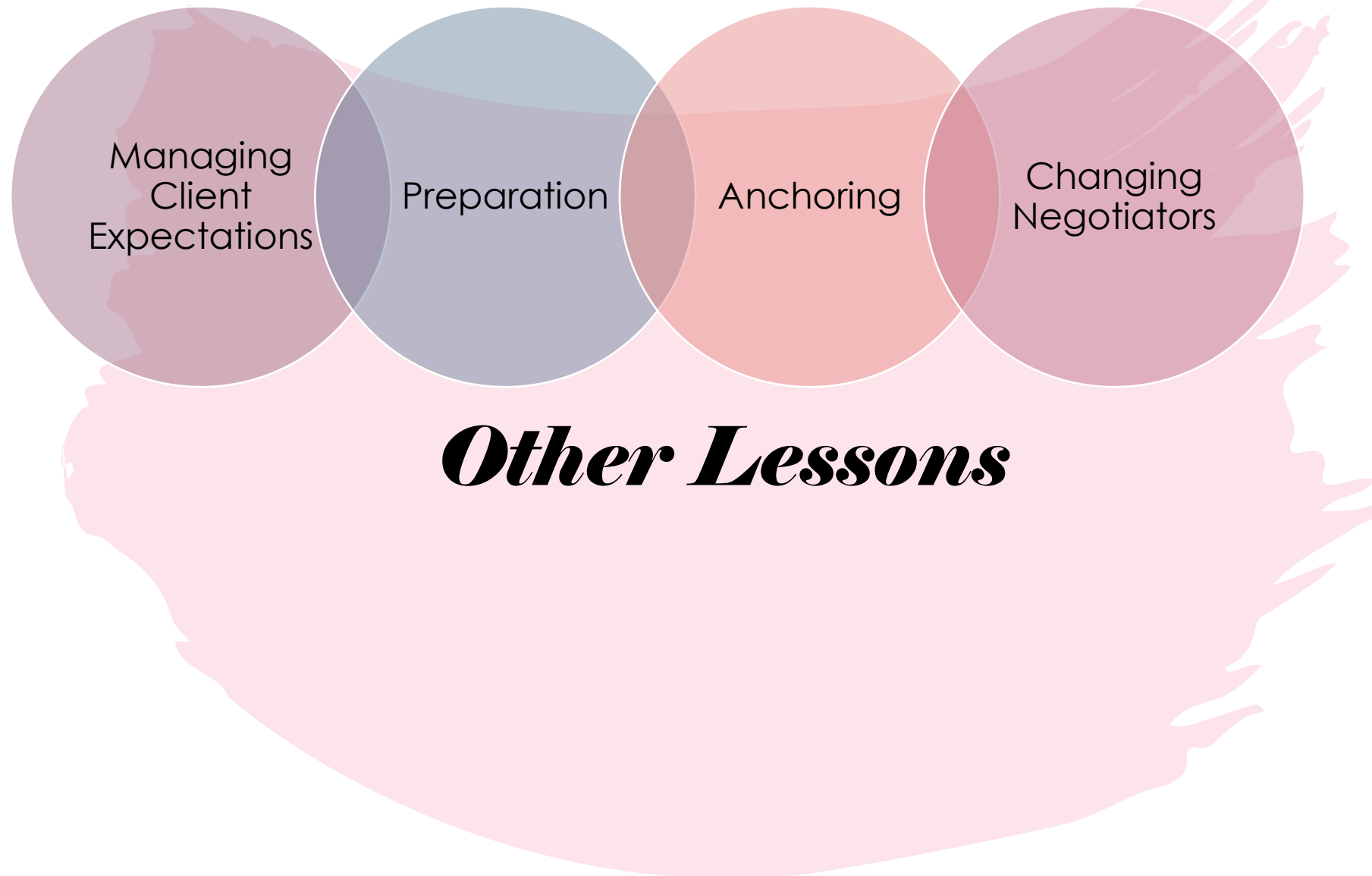
# *The Changing Contours of a Negotiator*



# ***Negotiating control over the process***

| Clause No | Original | Party A | Party B | Agreed changes |
|-----------|----------|---------|---------|----------------|
|           |          |         |         |                |
|           |          |         |         |                |
|           |          |         |         |                |
|           |          |         |         |                |
|           |          |         |         |                |

- Ongoing
- Closed
- Parked Aside



# ***Id and ego***