Negotiation

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Do you find yourself agreeing to things when actually you want more – or less? In this session we will look at how to be clear about what you want, and how to use assertiveness and negotiation skills and strategies to achieve win-win outcomes when working with others.
What is negotiation?

Cambridge dictionary entry for “negotiate”:

“to have formal discussions with someone in order to reach an agreement with them”
Session aims

• Reflect on situations in which you might need to negotiate
• Introduce a basic framework for conducting a negotiation
• Discuss how self-awareness and assertiveness are vital for good negotiation outcomes
Negotiation scenarios

• We all encounter negotiation scenarios (but sometimes we don’t recognise them as such!)
• Handout provides some examples relating to:
  – teaching load
  – collaboration (x2)
  – getting approval for training courses
  – external consultancy
Basic negotiating approaches:

• **Win - lose**: fixed resources / options

• **Win - win**: works to increase resources / options
Win - win negotiations create better ongoing relationships.

Win – lose negotiations don’t.
Assertiveness = balance
A framework for negotiation

1. Preparation

2. Discussion

3. Summarise, Clarify, Agree

(4. Completion)
Preparation:

What do I want / need?
Preparation:

What do they want?
What do they need?
My experience

What I wanted/needed

Permanent academic job
Commutable from Oxford
Good working environment
Enough money to support family
Flexible working
Travel funds
Delayed start
Own office

What they wanted/needed

Me!
High quality research
Regular presence in the department
Active participant in department
Teaching
Supervision
Admin
Immediate start
Preparation: Think creatively about:

• What can I offer in this context that will provide what they need and increase the options?

• **What and where is my value / capital?**

• What’s my deal breaker and back-up plan?
The aim of all this is to create a Zone of Possible Agreement: the ZOPA

What I want and need and can offer

What they want and need and can offer
Discussion

• The first rule of negotiation is to ask

• The first offer is the start of the negotiation, not the end

• Be curious about the other’s needs, standpoint, perspective – take the time to ask questions
Discussion

Take a creative approach: look for opportunities to create additional options and make the ZOPA as big as you can

What I want and need and can offer

Z O P A

What they want and need and can offer
Discussion

• Consider giving and asking for concessions
• Allow time for negotiations
• Be aware of your body language and reactions
What if it’s not working?

• Do they know they’re in a negotiating situation?
• Are they taking a win-lose approach?
• Remember your deal breakers and back up plans and be prepared to walk away
Summarise, Clarify, Agree

• Keep the discussion moving towards agreement – clarify, summarise, agree when appropriate – as you go along

• When offers are made that you want to accept, do so at the time – then ask for more! - first rule of negotiating is to ask

• Make sure you conclude!
Finally, do what you have agreed....
Now your preparation: (In pairs)

• What do I want/need?
• How could the other party provide that?
• What does the other party want/need?
• How can I provide that?
• What added value can I offer?
• What can I concede?
• What are my deal breakers and back up plans?
• Where might the ZOPA be?
Slides available:

www.ucl.ac.uk/~ucahdhe