

## To Win or Fight Fair?

Negotiators are many times paid a small fortune with the ultimate goal of winning at whatever the cost. Too many times the negotiation is won, only to fail after the fact.

How many mergers or acquisitions have failed long after the negotiation has already been completed...hundreds, and with many of the major organizations throughout the world.

There is a new negotiation philosophy moving quickly throughout the business world of winning “long term”. The tactics are simple in theory: make sure that each of the parties are completely informed of all potential outcomes far before the negotiation is completed. This automatically reduces the potential headaches of future problems arising from misinformation or sometimes hidden agendas.

There are a few key steps in this process that will ensure a more amicable outcome even after the fact:

### 1. Begin by looking at the end.

Begin a negotiation by looking at the end result. Do both sides agree to the outcome, does party 1 have the same goal as party 2.

### 2. Make sure both sides are prepared.

Look at all the possible negative outcomes of any scenario and make sure that each side has a counter to the negative outcome to create a positive experience from it. Bring both sides together to understand the intricacies of the potential negative impacts of the negotiation.

### 3. Make sure that all information is made available to both sides.

Ensure that both sides of the equation have the same information and that no one is hiding or not being



forthcoming with information that may harm or help the potential outcome.

### 4. Ensure that both sides are looking at the same outcome.

Throughout the the negotiation it is extremely important to have regular meetings with both sides so that you and they both know the direction at any time as well as where the potential for failure or success lies.

All in all; “knowledge dissemination”.

Some of the traits of a new “open” negotiator are:

- Propose agendas in advance
- Create joint fact gathering groups
- Make both parties deliver

Traits of “closed” negotiators:

- Withholding information
- Artificial deadlines
- Limit Participation in meetings
- Bring new things to light at strategic times

Don't be fooled by the concept of winning. As we have seen, winning the negotiation is not crossing the goal line. Winning is about creating something that works, and it takes a skillfull team to create this kind of negotiation. Make sure the people you put in charge have the same outcome and “goals” as you do.

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