



negotiating for mutual gain ⁱⁿ

Too often we go into negotiations (with vendors, with colleagues, with our children) thinking that our goal should be to get as much of what we want as we can, regardless of the outcomes or consequences to the other party. But this adversarial mindset comes at a cost. Very often you can get more for yourself when you also pay attention to helping your negotiation partner get what they want. By adopting a mindset of mutual gain, and practicing the mental and conversational tools that go with it, you can see an immediate improvement in the outcomes of your negotiations, large and small. Practice sessions increase in difficulty and complexity for total negotiation mastery.



Module Length
Full Day or 2 Day

Learning Outcomes

- **Mindset.** Identify behavioral and emotional triggers that disrupt effective negotiations while looking for mutual benefit for customers, employees, or partnerships.
- **Skill-building.** Practice the tools of interest-based, rather than position-based, negotiation. Learn when and how to walk away from an unproductive negotiation with immediate feedback from an expert coach.
- **Relationships.** Strengthen relationships with your negotiation partners as a result of working to help them get results.

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