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Influence and Negotiation Skills

Introduction to Influence & Negotiation skills

Prepared by:
Dr. Bothaina Mahmoud Fouad

College of
Entrepreneurship and Innovation



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Lecture 1

Lec. 1 Overview

The main points:

- To share some defining and key concepts of negotiation and influencing
- To highlight some different between negotiation and influencing skills
- To have awareness about the importance of these skills.





**Everyone negotiates on a daily basis
(Samina & Vinta, 2010, p. 26)**





Personal lives;

Who makes dinner, who
drinks/drives, holiday
destinations...

At work;

employees in organisations
negotiate and influence vertically
& horizontally with colleagues,
partners, customers, clients and
internal teams.

- **Negotiation and Influencing are skills, not a profession we can learn it through experience and training.**
 - **Vital personally and for organizations**





Influencing skills are your abilities to encourage and persuade others to adopt your ideas.

The skill to influence others can be beneficial for leaders to motivate people and make their teams more productive.



Negotiation skills

are inherent qualities that help two or more parties agree to a common logical solution.

Other definition:

is a process of communication in which the parties aim to send a message to the other side and influence each other.



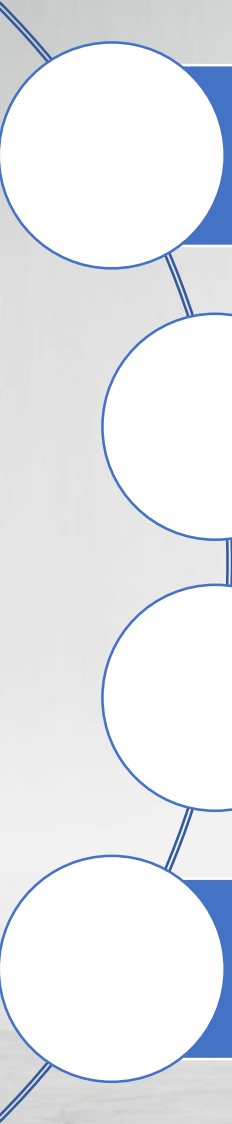
What is the relationship between influence and negotiation?

Negotiation is the act of coming to a mutual agreement

influence occurs when an individual has an effect on his or her opponent during the act of negotiation



Common elements of Negotiation and Influencing



More than one party is involved

Both parties have shared interests (they are therefore committed to an extent) but there are also opposed interests

The parties are prepared to be flexible

Participants have the ability and authority to make decisions



Negotiating Skills



"VALUE BASED NEGOTIATIONS" IN 30 SECONDS

AWARENESS

- What is a negotiation
- Benefit of conflict
- Challenges
- Typical mistakes
- Structural mistakes
- The bigger idea
- Skills
- Method

SKILLS

- GOAL
- FOCUS
- VALUE
- METHOD (6 steps)
- CONFIDENCE
- COMMUNICATION

6-STEP METHOD

1. Preparation
2. Opening
3. Discovery
4. Dealing
5. Closing / Deadlock
6. Implementation



Why many people avoid even fear negotiation??

Because they may lack the simple skills, techniques, and experience to prepare and succeed at negotiation



‘Always get to know the other party. Never negotiate with a stranger.’



How important a skill is negotiation??

**Negotiation Is the pre- eminent form of
decision making in personal and
professional life**

William Ury

one of the world's best-known experts on
negotiation and mediation

co-founder of Harvard's Program on
Negotiation



the importance of negotiation in entrepreneurship?

Negotiating effectively can give clients, employees and employers a positive impression rooted in respect. By dealing with problems fairly, forming strong bonds with clients and securing mutually beneficial deals, more people will want to work with you because of your ability and value your insights.



Important aspects of negotiations

Is everywhere

Is a process

Entails a relationships

Various ways with their own risks and rewards

To do or not do something has value for us

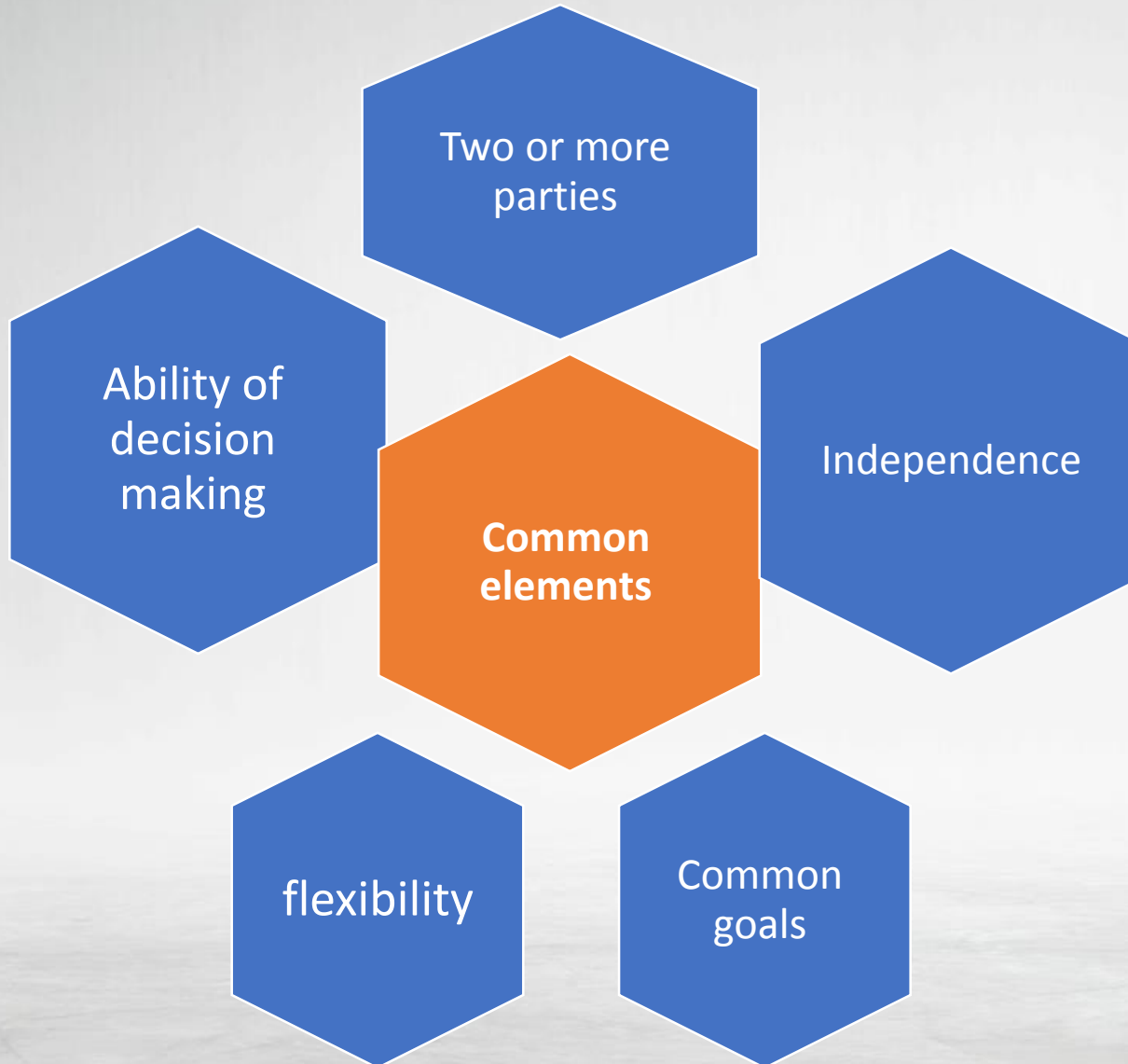


Some Basic assumptions we need to keep in mind

- We can try to negotiate everything
- Negotiation is a skill
- Negotiation is not a magic pill
- There is no “ best “ way to negotiate
- It depends on strategy and implementation



The common elements in negotiation situations



Basic types of negotiation (3Ds)

Deal Making

- Purchase of something (new home, new car...etc)

Decision Making

- Parties in a zoning case

Dispute resolution

- Litigation over property rights



While the three have subtle differences, all are forms of negotiations

Advantages of Negotiation

Finding mutually beneficial solutions

- Negotiation can help parties find solutions that benefit everyone involved, leading to more harmonious relationships and improved outcomes

Enhancing communication skills

- Through negotiation, individuals can improve their communication skills, including active listening, persuasion, and conflict resolution.

Resolving conflicts:

- Negotiation can help resolve disputes by finding common ground and reducing tension between parties.

Building relationships

- Successful negotiation can establish strong relationships built on trust, respect, and mutual understanding.



Disadvantages of Negotiation

Time-consuming

- Negotiation can be a time-consuming process, as it requires both parties to communicate effectively, listen to each other, and find common ground.

Risk of failure

- Negotiation can fail if parties cannot find common ground or if one party is unwilling to compromise, leading to a breakdown in communication and further conflicts.

Power imbalance

- Negotiation can be unfair if one party holds more power than the other, leading to an unequal outcome that favors the stronger party.

Emotional stress

- Negotiation can be emotionally stressful, especially if parties have a history of conflict or if the negotiation involves high-stakes decisions



3 Key elements for Negotiation

There are three critical elements in any negotiation:

- Time,
- Information
- Power.



1. Time

We often focus on getting through negotiation and to win our position in the quickest way possible. However, the value of any negotiated agreement is reduced by the amount of time and effort that is invested in reaching that agreement. Be patient!



Time

The value of any agreement is reduced by the amount of time and effort that is invested in reaching that agreement. Be patient!



Information

The side with the most and best information usually receives the best outcome in the negotiation.



Power

Power includes the ability to influence people or situations.



2. Information

The most successful negotiation takes prep work. The side with the most and best information usually receives the best outcome in the negotiation



Time

The value of any agreement is reduced by the amount of time and effort that is invested in reaching that agreement. Be patient!



Information

The side with the most and best information usually receives the best outcome in the negotiation.



Power

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3. Power

Power includes the ability to influence people or situations. Without our ability to influence, our negotiation will not be successful.

Research suggests that there are generally five to seven types of power: Positional power, reward power, coercive power, referent power, informational power, expert power, and personal power. We often must use our own personal power to influence the other parties in negotiation



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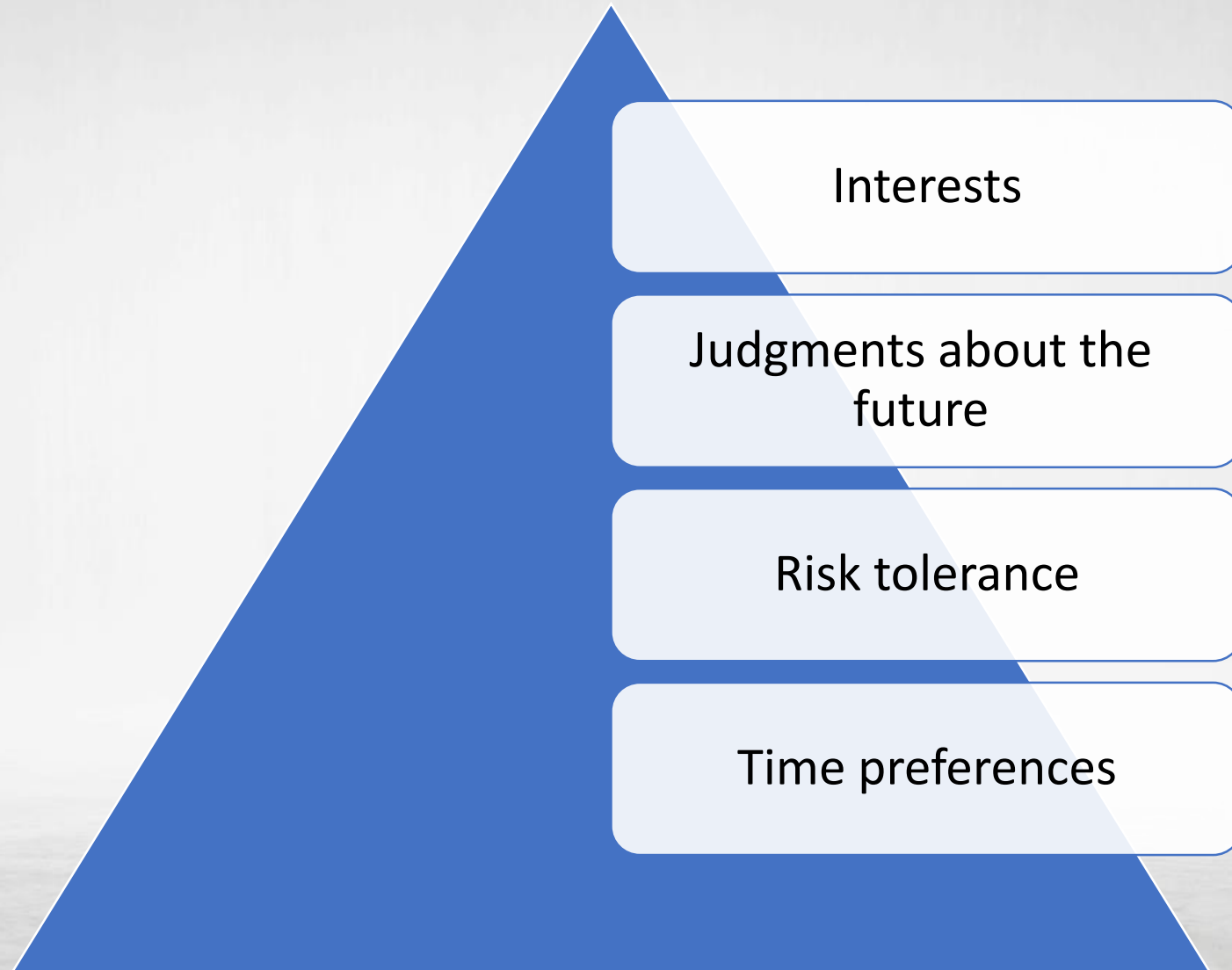
What is the role of the negotiator

A negotiator is a person who either comes to an agreement with someone else, or one who helps other people reach such an agreement. When two people cannot see eye to eye, it's time to bring in a negotiator. When two businesses are merging, they can use the help of a negotiator to work out details of the plan.





Differences between negotiators





1. Differences in interests

Negotiators seldom value all items in the negotiation equally

Eg; An employer may prefer a bonus on sales knowing the cost will only last while an employee works in sales.

An employee may prefer a higher starting salary as it would be fixed.

Which would you prefer?





2. Differences in judgments about the future

Is a run down property in a great area an investment
or
a potential drain on hard earned money?





3.Differences in risk tolerance

A young family with two children is less likely to risk taking on a large loan than double income baby boomers with adult offspring who no longer live at home





4. Differences in time preference

A sales person may want to make the sale to receive an end of the month bonus but a buyer may be thinking of upgrading a TV sometime in the next 6 months.



One of the most important tips to be effective negotiators

Preparation for the 3 Dimensions

- Before you first meet parties with whom you are negotiating, take time to gather pertinent information.
- Focus on all dimensions: people, problem, and process — for your side and the other side.



Preparing for the 3 dimensions

People



- Diagnosis of existing relationship with the counterpart
- Their styles, needs, culture
- Who's setting the mandate – on your side and theirs?
- Invisible stakeholders
- Aligning with your team – whom to involve?

Problem



- Interests – “MIL” prioritisation of your interests
- Various “issues” and best/worst case range
Legitimacy and justifications for your stance
- Alternatives and BATNA
- “ICAP” research of counterparts

Process



- Agenda, order of items
- Communication, deal progress sheet, escalation
- Deadlines on either side, time pressures
- Logistics: venue, seating
- Negotiation tradeables



Case Study and role model



أشهر عملية تفاوض في التاريخ

صلح الحديبية



Nelson Mandela will certainly be remembered as one of the best negotiators in history. And the greatest negotiator of the twentieth century

Robert H. Mnookin

Harvard Law School professor and Program on Negotiation Chairman

In his Book “ Bargaining with the Devil, When to Negotiate, When to Fight ”



Qualities of Nelson Mandela as an Extraordinary Leader

- He was a man of peace.
- He had a powerful presence and disarmed enemies with his smile.
- He showed the world what forgiveness looks like.
- He was positive, thinking about what could be.
- He was a visionary and could see the big picture.
- He was focused on goals and a mission beyond himself.
- He had remarkable endurance.
- He showed grit and determination.
- He was humble.
- He was full of hope, not hate.
- He was patient.



Mandela's Quotes

“One of the most difficult things is not to change society but to change yourself.”

—Nelson Mandela



"ليس أفضل من أن تكون ذلك القائد الذي يقف في الخلف ويضع الآخرين في المقدمة وقت الاحتفال بالانتصار، بينما تقفز لأول الصف وقت الخطر".



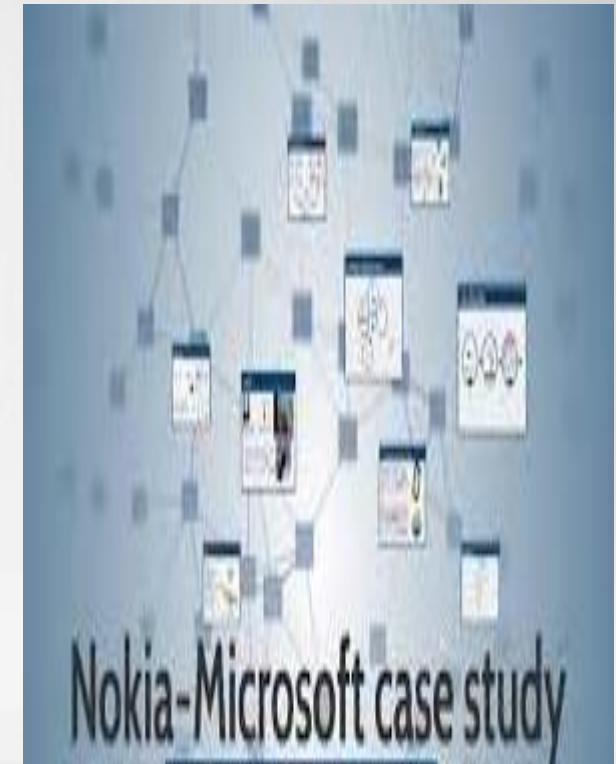
2. The Microsoft-Nokia Deal

Microsoft made the surprising announcement that it was purchasing Finnish mobile handset maker Nokia for \$7.2 billion, a merger aimed at building Microsoft's mobile and smartphone offerings.

the merger between the two companies (two different identities) faced even more complexity in negotiation.

You can watch:

<https://prezi.com/a9mu0bsscf4n/nokia-microsoft-case-study/>



Conclusion of Lec.1

- **increasing your awareness of what negotiations are and its benefits**



Course expectations

What do you know about the topic?

What do you need to know?

What outcomes do you expect from this workshop?





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Thank You

