

# Negotiation Strategies

Adapted from the *CUES Elite Access™ Virtual Classroom* course: *Negotiation Strategies for Everyday Issues*



Presented by:

**Allison Cooley**  
Effectability, LLC

The ability to confidently and successfully negotiate is a critical foundational skill for anyone interested in building stronger relationships and moving things forward. Being aware of your emotion and your tendencies, and observing these in others are critical skills for a successful negotiation.



## KEY TAKEAWAYS

- » A negotiation is a discussion aimed at producing a wise agreement in a way that leaves relationships stronger.
- » Fair is in the eye of the beholder, so focus on creating a wise agreement which places an emphasis on the use of critical thinking or criteria that incites agreement.
- » Tactics that can support a successful negotiation include:
  - Researching and gathering the right information
  - Staying engaged and not walking away too soon
  - Adapting to the other party and having self-awareness
  - Coming prepared with a potential plan
  - Listening more and talking less
  - Having awareness of emotions that could get in the way
- » For a principled negotiation, insist on using objective criteria to seek a wise agreement, separate people from the problem/issue, and focus on interests and not positions in meaningful goal-focused discussions

## TAKE ACTION

The following questions/statements are provided for you to reflect on and identify next steps in your own development. Use these questions to move from knowledge to action.

- » Why are you sometimes reluctant to negotiate or advocate for yourself?
- » Of the tactics noted above, which do you feel are your strengths? Which do you feel you could work on developing, or need to be more aware of during a negotiation?
- » Use these questions to help you prepare for a future negotiation:
  - How will you open the conversation in a way that demonstrates mutual purpose?
  - What might agreement look like for you and for the other party?
  - What are you willing to give up, trade or compromise on?
  - What obstacles do you foresee?

You can find additional Elite Access courses on a variety of topics by visiting [cues.org/professional-development-and-events](https://cues.org/professional-development-and-events).

## ADDITIONAL RESOURCES

If you are interested in learning more about this topic, we encourage you to check out the **CUES Learning Portal** pathways *Negotiating* and *Negotiating as Skill*. You may also find additional CUES Elite Access Courses or Webinar recordings on this subject.

