



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Customer Experience—**
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.
- **External Awareness—**
Sees things from multiple points of view. Keeps up to date with issues that affect area of responsibility.
- **Conflict Resolution—**
Creates harmony in stressful interpersonal situations and brings people together who have been separated by their differences.

RELATED COMPETENCY CATEGORIES:

- **Adaptability—**
Open-minded. Demonstrates flexibility when faced with changes at work.
- **Interpersonal Skills—**
Displays a consistent ability to build solid relationships inside and outside of the organization.
- **Professionalism—**
Projects an image of maturity and integrity that creates credibility.

Negotiations: Analysis

SUMMARY

There are four critical elements to identify in this stage of negotiations. First, you must carefully observe the actions taken by the other party, such as how they react or how they try to get you to react. The agendas behind their actions are more important than the actions themselves. You need to understand the underlying causes and pressures that cause people to behave the way they do. Then, you can look for ways to create alignment as side-by-side problem solving rather than as face-to-face confrontation. This will help you determine the added value you present that gives you a competitive advantage.

CONTEXT

Analysis is the stage in the negotiation where you prepare your strategy, based on the actions and agendas of your counterparts and your objectives in the negotiation. The goal of the analysis phase is to find ways to avoid confrontation and create alignment between the objectives of both parties.

At the completion of this module, participants will be able to:

- Analyze negotiation actions and agendas from the other party
- Create side-by-side problem solving rather than confrontation
- Uncover alternatives and added value available to the other party

"It requires a very unusual mind to undertake the analysis of the obvious."
—Alfred North Whitehead