

BREAKTHROUGH STORY COACHINGSM

Opening the creative flow for blocked creatives and visionaries

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DEAL ALCHEMYSM MEDIATED NEGOTIATIONS

When it's time to stop them from kicking your tires

Do you have to get a deal closed, ... maybe by Friday? Perhaps you've put your heart and the future of your company or organization into this one.

But maybe the negotiation is taking too long. They keep raising new points, ... or you're close and the other side is backing away, ... or you're beginning to wonder if this is something you really should do.

Or now, you're wondering about the good faith of the other side. It's just something was said, ... or not said, ... or their "standard terms" feel suffocating.

You've put yourself into their shoes and tried to figure out what their interests are. You've tried being cooperative, and you've pushed where you could. But it's not getting done. **Time for a new strategy...**

Liberate hidden values

In a negotiation, an objective neutral has many advantages not available to the parties and their representatives. A neutral represents the deal and a healthy middle that can grow and prosper. They bring objective eyes and cut through the nonsense. They can obtain information the parties cannot, say things a party cannot say, and even cause parties to reevaluate their interests. They can ask questions a party cannot ask, and introduce innovative solutions without provoking reactive devaluation – the perception any idea introduced by the other side is a bad one – that is a primary obstacle to successful negotiations. A neutral third-party can promote better understanding, develop more information, and overcome obstacles the parties may not see.

Twenty years' experience resolving conflicts and crises proves deals built on truths and real-interests are healthier, more successful, and better able to survive. There is more buy-in, and that increases performance. Higher trust and communication empower problem solving. Greater commitment to the relationship increases likelihood for repeat business. The results of a healthy middle can be favorably reflected on all levels by establishing more lasting agreements, better matching results with expectations, and reducing anxiety.



Faberge • Daily Mail

Superior solution with broad applications

This approach can be used as a supplement or alternative to all manner of negotiations, whether the environment is business, politics, family, or another setting. Using a neutral third-party transcends the shortcomings of even "interest based" negotiating – popularized by the Harvard Business School – which encourages negotiators to recognize other parties' interests and satisfy them in ways that advance their own.

Experience demonstrates that, for several reasons, negotiators are often unable to understand the interests of other parties and are frequently confused about their own. First, negotiators hold emotions and agendas

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that they will not admit, even to themselves. Second, their subjective filters skew perceptions, and they cannot accurately analyze interests in real-world contexts. Third, there is a difference between how people perceive themselves and how they actually manifest in the world, and people are amazingly self-destructive.

Advantages of Deal Alchemy over negotiation include:

Negotiation	Deal Alchemy SM
Position or perceived needs based	Truth and real-needs based
Us v. Them – the deal gets lost	Neutral person advocates and protects the deal
Stifles connection and trust	Builds connection and trust
Frequently ends or damages relationships	Smooths relationships and endings
Boundaries and limited points-of-view	Identifies and opens parties to new opportunities
Usually protracted back and forth	Quick resolutions
Negotiators with personal vision, agendas and egos	Decision-makers to exploit the unexpected

Similar to mediation, but not

The format for Deal Alchemy is similar to mediation, but it operates within a different strategic framework. Mediation is often about problems and legal consequences; Deal Alchemy is about possibilities and opportunities. Mediation too often concentrates on the negative results of failing to reach an agreement. In a negotiation setting, failing to reach an accord can be a positive outcome if the result is understanding the reasons for not making the deal.

Rather than strong arming parties to reach an agreement, the Deal Alchemy approach focuses on positive benefits, goals, and relationships, as well as the macro and micro real-world contexts. Deal Alchemy gets underneath the problems to craft real solutions. It helps you reframe issues, reevaluate goals, redefine approaches, and reorient for the big-picture – to develop solutions that meet your needs and produce agreements that work.

Conclusion

The nature of negotiation may be counterproductive where parties want to establish or maintain cooperative ventures or long-term relationships. In these contexts, a deal-making approach using a neutral third-party helps participants get what they really need from a deal – with less pain, effort, time, money, and risk.

IN NEGOTIATION BOTH SIDES CAN GET EVERYTHING THEY THINK THEY NEED, AND THE RESULT MAY BE CRIPPLED AND STILLBORN.

A NEUTRAL INSURES WHAT IS GOOD FOR THE DEAL IS NOT LOST IN NEGOTIATING STRUGGLE.

THE RESULTS CAN UNLOCK HIDDEN VALUES AND PRODUCE A HEALTHY MIDDLE THAT GROWS AND PROSPERS.

Think about how nice it will be to have:

- ◆ Deals done quickly
- ◆ Clarity and understanding
- ◆ Issues framed with opportunity
- ◆ Good sense valued more than emotions
- ◆ Relationships enhanced and preserved
- ◆ Resources (time, money, people, effort) utilized effectively
- ◆ Everyone walking away happy