

Negotiation isn't an arm wrestle, it's an opportunity for collaboration



Award-winning negotiator Donna Hughes founded Launch Negotiation to pursue her passion of empowering women through negotiation. Through Launch Negotiation, Donna delivers workshops that engage, educate and empower women to identify as negotiators and achieve beyond win-win outcomes for both themselves and the businesses they represent.

In order to thrive, or simply survive, in the current climate, it is essential that businesses resist the temptation to approach negotiation as an arm wrestle, and instead embrace negotiation as an opportunity for collaboration. A collaborative approach to negotiation, underpinned by open communication, active listening, trust and empathy, enables businesses to unite and work together with their stakeholders to nurture sustained value and stability.

1 EMBRACE OPEN COMMUNICATION



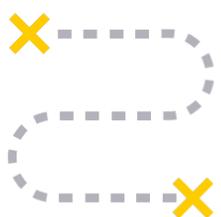
Cultivate an open dialogue with your stakeholders by sharing your objectives and constraints. Invest the time to learn more about their situation, and approach the conversation with curiosity and transparency. Utilise open-ended questions, active listening, and consider yourself in their shoes, to nurture trust in your relationships.

2 IDENTIFY A COMMON GOAL



Once you have achieved clarity on your own objectives, and those of your stakeholders, take the time to identify a common goal that you both share. Communicate your vision to work together with your stakeholders to bring this common goal to fruition. Set organisational hierarchy aside, and invite everyone to share their ideas for how you can work together to achieve the desired outcome.

3 PAVE THE PATH FORWARD



Assess the suggestions through a pragmatic lens, and start to pave the path forward, step by step. Lead with compassion; acknowledge the magnitude of the challenge that lies ahead and celebrate the synergies that will arise by working together. Empower your team to rise to the challenge, affirm your combined capabilities, leverage positive language and celebrate each sign of progress.



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