

While no single conversation is guaranteed to change the trajectory of a career, a company, a relationship or a life, any single conversation can. Nowhere is that truer than in a negotiation.

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NEGOTIATIONS™

## workshop purpose

Fierce Negotiations™ builds on the foundations of Fierce Conversations™: Interrogate Reality, Provoke Learning, Tackle Tough Challenges and Enrich Relationships. Participants explore traditional practices of negotiating (can you feel your shoulders tighten?) and reframe the negotiation process using Fierce techniques.

*“Shrewd negotiators in every field understand that a gung ho, win-win negotiator on the other side of the table is a sitting duck.”*

— JIM CAMP

## description

People negotiate, not businesses. Grounded in this reality, Fierce negotiators enrich the relationship, steering the negotiations to a successful outcome.

The Fierce approach is to remain authentic, clear in resolve, and willing to interrogate multiple competing realities - then redirecting the conversation to a place where new solutions are discovered. As in all things Fierce, this is not about being weak, giving in, or giving up.

The Fierce Negotiation Model enables innovative and creative options as opposed to the compromises that are often the result of traditional “win-win” negotiations. The Fierce Negotiator maximizes yield while protecting and strengthening relationships. The other party isn’t just satisfied but pleased with the results.

## overall outcomes

- Expand the possibilities by envisioning larger outcomes
- Use real life examples to enhance negotiation skills
- Identify and respond effectively to common tactics
- Transform emotionally charged negotiations into a catalyst for new solutions
- Apply skills to negotiations with internal & external partners
- Understand the role of negotiations in all relationships
- Close negotiations effectively

“HE SAID”



“SHE SAID”



When asked to pick metaphors for negotiations, men picked “winning a ball game” while women picked “going to the dentist”.

— LINDA BABCOCK &  
SARA LASCHEVER



For more information regarding Fierce Negotiations or any other Fierce offerings visit us at [www.fierceinc.com](http://www.fierceinc.com) or give us a call at 425.283.1294

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