



CONDUCTING INTEREST BASED NEGOTIATIONS

An Overview of the Mutual Gains Approach

As you know from experience, negotiations can be challenging and they generally aren't much fun. But they are an important part of your life, both at work and at home. We are always negotiating--and most of us could benefit from learning how to do so more effectively.

This Learning Sprint has been designed as a first step toward improving your negotiation skills and giving you and your organization a competitive edge. It introduces a set of proven frameworks and methodologies to help you view negotiations differently--focusing on the interests of all parties, not just your own.

This Sprint draws from a much broader series of Sprints where the focus is learning how to employ the *Mutual Gains Approach to Negotiation*. The MGA, as it is known, is one of the world's most recognized and respected approaches to negotiation, developed and taught for the last thirty-five years to all students at Harvard's Law and Business Schools. While you will not have the opportunity to practice the MGA in this Sprint, you will learn how it can help you achieve better outcomes in your negotiations.

Developed in partnership with:



OUTCOMES

- Introduce the Mutual Gains Approach to negotiation.
- Change negotiating mindset to focus on win/win results.
- Improve business relationships and results via this proven negotiation framework.

YOU WILL

- Analyze your current approach to negotiation, comparing it to the Mutual Gains Approach.
- Discuss negotiation best practices in your organization.
- Improve negotiation preparation and implementation.

ABOUT THE EXPERTS



LAWRENCE SUSSKIND PHD

- Professor, Massachusetts Institute of Technology
- Founder, Consensus Building Institute
- Co-Founder of the Program on Negotiation at Harvard Law School
- Director, Science Impact Collaborative and Ford Professor of Urban and Environmental Planning, MIT



HAL MOVIUS, PHD

- Founder & President, Movius Consulting
- Senior Consultant, Consensus Building Institute
- Visiting Executive Lecturer, Darden Graduate School of Business, University of Virginia
- Author, Researcher, Mediator, and Applied Psychologist

SPRINT OUTLINE

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
AN INTRODUCTION TO INTEREST-BASED NEGOTIATIONS	THE MUTUAL GAINS APPROACH TO NEGOTIATION	CREATING VALUE IN NEGOTIATIONS	DISTRIBUTING VALUE AND FOLLOW THROUGH	INTERACTIVE CAPSTONE
<ul style="list-style-type: none"> • An Introduction to Interest-based Negotiations • Negotiating on Principles and Interest • What Is Negotiation? 	<ul style="list-style-type: none"> • An Introduction to the Mutual Gains Approach • The Negotiator's Dilemma and Success Criteria • MGA Phase 1: Preparing to Negotiate 	<ul style="list-style-type: none"> • Creating Value In Negotiations • MGA Phase 2: Creating Value • Value Creation Checklist 	<ul style="list-style-type: none"> • MGA Phase 3 – Distributing Value • Your Negotiation Style • MGA Phase 4 – Follow Through • What Will You Do Going Forward? 	<ul style="list-style-type: none"> • Options include Video Response, Online Discussion, or Live Event • Cohort members and expert(s) exchange ideas about content significance, application, and follow through