



NEGOTIATING FOR MUTUAL GAINS

Creating Win-Win Solutions in Your Negotiations

Negotiations can be challenging, they usually involve several parties who have multiple concerns and interests to address. The Mutual Gains Approach, developed at Harvard over the past 35 years, has been designed to improve outcomes and strengthen relationships with counterparties by focusing on the interests--not demands--of everyone involved.

This Learning Sprint provides the first step to improving your negotiation skills and giving your organization a strategic and competitive edge. It offers a common set of proven frameworks and methodologies to help you view negotiations differently. As your team works through activities, you'll have opportunities to think about, discuss and practice effective techniques for achieving better negotiation outcomes.

You'll be asked to participate in several negotiation practice sessions and in virtual discussions with your colleagues to learn as much from each other as from the experts.

Developed in partnership with:



OUTCOMES

- Improve relationships with external partners through an organizational MGA.
- Shorten sales cycle.
- Improve profit margins

YOU WILL

- Understand fundamental concepts of negotiating and bargaining.
- Create a plan to better prepare for negotiations.
- Use creativity to create value within a negotiation.

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

WEEK
1

CORE CONCEPTS IN NEGOTIATION

- Tippely's Toys
- Optional – Psychological Traps
- Managing The Negotiator's Dilemma

WEEK
2

THE MUTUAL GAINS APPROACH TO NEGOTIATION

- Mutual Gains Approach & MGA Phase 1
- MGA Phases 2 & 3: Creating Value & Distributing Value
- Applying The Mutual Gains Approach: WorldMart
- MGA Phase 4: Follow Through

WEEK
3

DEALING WITH COMPLEXITY IN NEGOTIATIONS

- The Annual Negotiation: Dealing With a Tough Negotiator
- Managing the Inside-Outside Problem
- Applying the MGA: The Bedwell Negotiation