

BRI SKILL LAB

BECOMING COMFORTABLE WITH NEGOTIATION AND ADVOCACY

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NEGOTIATIONS STYLES

Here are some general approaches:

COMPETITIVE

- Focus: Winning and maximizing own gain
- Tactics: High demands, limited concessions
- Best Used When: One-time deals, zero-sum situations

COLLABORATIVE

- Focus: Mutual gain, problem-solving
- Tactics: Open communication, exploring interests, creating value
- Best Used When: Long-term relationships, complex issues

COMPROMISING

- Focus: Finding a middle ground
- Tactics: Mutual concessions, splitting the difference
- Best Used When: Time is limited, equal power balance

AVOIDING

- Focus: Avoiding conflict or delay
- Tactics: Withdrawal, postponement, passive communication
- Best Used When: Stakes are low or more information is needed

ACCOMMODATING

- Focus: Maintaining relationships, yielding to others
- Tactics: Concession, smoothing over differences
- Best Used When: Issue matters more to the other party, or as a strategic move



John Elbare, MBA

- Look for the Win-Win
- Have clear objectives in mind
- Try to understand before being understood





- Ask open-ended questions
- Be an active listener
- Sit on the same side of the table
[figuratively]

- See objections as a positive step forward
- Work on building trust
- Do not argue



- Repeat back their case to them (“steel-man”)
- Be aware that we all have parts of our personalities
- Different parts get triggered by different things





Christina Delzingaro, MBA

Goal in Collaborative
Negotiation:

Long-term shared
mission impact

Prepare with Purpose

- Define your organization's goals and non-negotiables
- Research potential partner's mission, values, past collaborations and vulnerabilities
- Make sure the right people are at the table
- What problem can your organization solve for your partner?



Build Trust and Transparency

- Open communication – a safe, creative space
- Share your organization's intentions, expectations and limitations honestly
- Focus on relationship-building not just outcomes





Interest-Based Negotiations

- Focus on interests, not positions
- Look for the why behind the what
- Be flexible, creative and generous

Get it in writing!



- Document roles, responsibilities, and decision-making process
- Set clear timelines and evaluation metrics
- Plan for conflict-resolution and regular check-ins
- MOU, MOA or contract?



Grace-Anne Alfiero, MFA

Preparation is the Key!

How do you get to Carnegie Hall?

- Research
- Research
- Research!

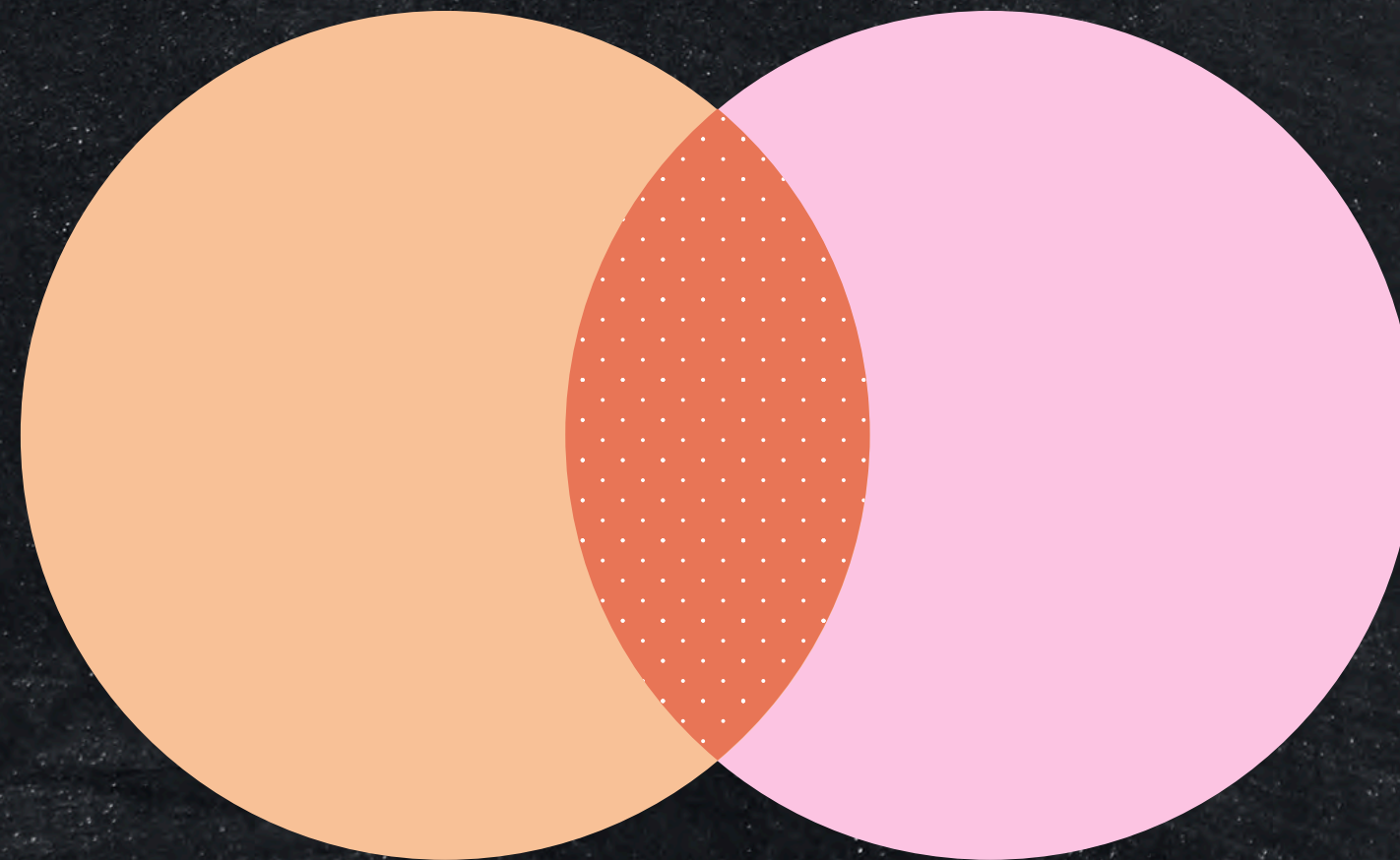
BATNA (Best Alternative to a Negotiated Agreement)

- Understanding your best alternative if the negotiation fails
- Strengthens your position



ZOPA (Zone of Possible Agreement)

- Identifying the overlap between parties' acceptable outcomes
- Helps define negotiation boundaries



Silence and Pauses

- Using silence to encourage the other party to speak or concede
- Creates pressure subtly



“Good Cop / Bad Cop”

- One party is tough, the other cooperative
- Can pressure the counterpart to agree with the “reasonable” party





Case Studies & Stories from the Panelists



**Any questions from
the audience?**

THANK YOU!