

*You miss 100% of the shots you
don't take.*

Wayne Gretzky

*You don't get what you deserve; You
get what you negotiate.*

Chester Karrass

*If at first you don't succeed, dust
yourself off and try again.*

Aaliyah

*We gain strength, courage, and
confidence by each experience in
which we really stop to look fear in
the face... we must do that which
we think we cannot.*

Eleanor Roosevelt



Negotiation: Conversation with
intention of reaching agreement, with all
parties having the right to say no.

Position: Stated or fixed idea of what one
wants in a negotiation.

Interests: Silent movers of positions.
Based on basic human needs for shelter,
food, water, affiliation, appreciation,
security, and physical safety.

Diagnostic questions*: Open-ended
questions beginning with the words who,
what, when, where, how and why. Used to
discover the interests of your bargaining
partner in order to find mutual benefit, and
to help you move past objections and
impasse.

Anchoring*: An attempt to establish a
reference point around which a negotiation
will revolve. The negotiating partner who
makes the first reasonable offer anchors
the bargaining range in her favor. The
anchor will influence your bargaining
partner's responses in the direction of the
anchor throughout the negotiation.

Concessions*: Tradeoffs in which you
engage in conceding, yielding, or
exchanging things of value. Exchanging
things of lower value to you and higher
value to your negotiation partner is called
“log rolling.”

**definitions by SheNegotiates.com*

NEGOTIATION WORKSHOP



**How to Think Bigger,
Speak Up, and
Ask for More**

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Exclusive hands-on workshop prepared
for
BULLICORNS
November 15, 2014



PLAN YOUR BIG JUICY SCARY ASK

What was the scariest thing you asked for? How did it go?

How could you have done it better?

What would you have to achieve in order to be able to say that you lived a life of no regrets?

How does the above align with your core values? If not sure, what are your core values?

What will be your next big scary ask? How does it align with your values?

How does it align with the underlying interests of the other side? If not sure, how will you find out?

What problem can you solve for your organization / client? Practice your value proposition or statement of future potential here:

Who's got your back? Who, or which network / alliance, can help you achieve your next big scary ask?

When will you make your big, juicy, scary ask?