



Courtesy: Clive Rich, LawBite

Negotiating Design

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- **Negotiating is something we all do every day without thinking about it.** As humans, subconsciously following examples from around us, adapting as circumstances change. The environment that we grow/live in, influences our personalities and the approaches we naturally use when negotiating.
- **Spend a third of your time you set aside for negotiation on preparation.** Time spent preparing and reflecting on is one of the most important steps of negotiation.
- **Negotiate for what you need, not what you want to avoid a battle of wills.** Focussing on your wants causes self-interest to be prioritised over compromise.
- **How you deliver your words are as important as what you say.** Delivery can influence how your intention is perceived, directly affecting negotiation success. It is important to analyse and understand the other party so that you converse with them in a way that they would prefer. For example, if someone is more reserved and uncertain, offer options so they feel in control and make a decision you want.



Courtesy: Laura Alvarez, Nottingham City Council

Speakers:

Clive Rich, Founder & Chairman, LawBite

Attendees: 88