Negotiation, is a game with rules of engagement. If we know the rules, we can choose to employ those that align with our values and dismiss those that don’t. In doing so, we change the game.
Negotiating Rule Number 1

What is a Negotiating Opportunity?

My Coaching Tip: Spread out, claim your turf, don’t offer to move unless asked.

Do not physically condense
Do not take up less room than your male colleagues. Do not pull your materials into a tight pile, shove your purse far under your chair, tuck your legs under you, or pull your chair into a smaller space so your neighbor can have more room than you.

Negotiating Rule Number 2
Negotiating Rule Number 3

Do not nod too much
Men nod when agreeing. Women nod when agreeing, listening to, empathizing with, or encouraging. Being a bubblehead does not express authority or power.

My Coaching Tip: Practice holding yourself like a woman of influence. You do not have to nod. A strong neck denotes a strong personality. Say “yes” or “okay” instead of nodding; blink, raise an eyebrow, or lift your chin up.

Negotiating Rule Number 4

Do not wait your turn
In negotiations, men tend to talk more than women and interrupt more frequently.

My Coaching Tip: This one actually comes from former Secretary of State Madeleine Albright, who advised up-and-coming professional women to “Learn to interrupt.” And don’t apologize for it.
**Negotiating Rule Number 5**

**Do not be overly expressive**

Women who express the entire spectrum of emotions often overwhelm their audience (especially the males).

**My Coaching Tip:** To maximize your authority, minimize your movements. You don’t have to keep a poker face, just a calm demeanor. Calmness plus containment equals power.

**Negotiating Rule Number 6**

**Do not allow others to define you**

If your colleague introduces you in a way that downplays your role.

**My Coaching Tip:** When someone introduces you in a less-than-favorable way, just add an additional comment or two to that introduction. For example, if someone were to say, “This is Yasmin Davidds; she teaches negotiation to women,” I would follow by saying, “Yes, I own the only women’s negotiation institute in the world.”
3 Negotiation Phases

Phase 1
Gathering Information

Phase 2
Framing Strategy

Phase 3
Implementation
PHASE 1 – GATHERING INFORMATION

Information is POWER - Information Gathering

Negotiation Codes
Benchmark (The what)

- All organizations have negotiation codes – what they do or do not negotiate – understand your org. neg. codes
- Learn what type of issues are negotiable in your organization. Understand the range of possible outcomes—from salary to support staff, scope, resources, etc.
- Find out how others garnered resources for a project initiative in a down economy?
- Collect data. Gather information from websites, news articles, and other sources.
- Leverage your network, inside and outside your organization for information.
Understand Your Counterpart
(The who)

- Reflect on your own experiences with your counterpart (if applicable):
  - What is his communication style?
  - What approaches have you found successful in the past?
  - Gather data from others in your network.
- What is his negotiation style? What are his priorities, pressures, biases, and assumptions that could play into your negotiations?
- How does he like to hear things? As problems? Solutions? Choices?

PHASE 2
DETERMINE FRAMING STRATEGY
Phase 2: Gain-Frame Strategy

Gain-frame strategy is when you frame a message focused on the positive outcome or the value gained.

Important mantra: “EVERYTHING IS STRATEGY”

Gain-Frame with WIFM Principle

<table>
<thead>
<tr>
<th>WIF Boss</th>
<th>WIF Team/Dept.</th>
<th>WIF Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>How will your boss benefit if your request is granted?</td>
<td>How will your team or department benefit if your request is granted?</td>
<td>How will your organization benefit if your request is granted?</td>
</tr>
<tr>
<td>Need to prove value to your boss</td>
<td>Need to prove value to your team/department</td>
<td>Need to prove value to your organization</td>
</tr>
<tr>
<td>• Will it make her job easier?</td>
<td>• Will it make their job easier?</td>
<td>• Will it bring in revenue for the organization?</td>
</tr>
<tr>
<td>• Will it make her look good to her superiors?</td>
<td>• Will it provide them with more time with their families?</td>
<td>• Will it enhance the organization’s image, reputation, etc.?</td>
</tr>
<tr>
<td>• Can she leverage the results?</td>
<td>• Will it give the department higher sales volume?</td>
<td>• Will it help meet organizational goals (diversity, women leaders, etc.)</td>
</tr>
<tr>
<td>• Will it help team meet their goals?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Phase 3 – Implementation

To be a successful negotiator, a woman has to delicately combine the assertive, numbers-driven masculine approach with the empathetic, warm, supportive female approach...

Manage Your Impression to Avoid Backlash

It’s important to control the image that other people have of you when negotiating.

A key lies in what is referred to as impression management. This means honing your ability to control, monitor, and manage the impression you make.

How? By applying the three elements of impression management:

- **Language**: The words you use can impress people or put them off.
- **Tone**: The way you sound influences the impression you make.
- **Framing**: How you convey your thoughts influences how people perceive you.
Manage The Impression You Make – Be Gracefully Assertive

There are specific strategies you can use to project a likable image, which will help you get accepted by the people you negotiate with.

Three techniques:

- Use inclusive language (we instead of I)
- Use a strong yet pleasant tone and approach that emphasizes your warmth
- Frame the negotiation as if you were advocating on behalf of a protégé, client, or team

Hidden Figures – Gain-Frame Strategy
Hidden Figures - Gain-Frame with WIFM Principle

<table>
<thead>
<tr>
<th>WIF Judge</th>
<th>WIF Judge’s Family</th>
<th>WIF Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>How will judge benefit if her request is granted?</td>
<td>How will judge’s family benefit if her request is granted?</td>
<td>How will the country benefit if her request is granted?</td>
</tr>
<tr>
<td>Need to prove value for judge</td>
<td>Need to prove value for judge’s family</td>
<td>Need to prove value for the country</td>
</tr>
<tr>
<td>How did she provide value for the judge?</td>
<td>How did she provide value for the judge’s family?</td>
<td>How did she provide value for the country?</td>
</tr>
</tbody>
</table>

THANK YOU

For more information visit:
www.womensinstituteofnegotiation.com

Questions, contact:
Yasmin@womensinstituteofnegotiation.com

Dr. Yasmin Davidds, Psy.D, M.C.C.
CEO
Women’s Institute of Negotiation