

Negotiating Exercise

- Green/White sheets: Choose one color, find someone with the opposite color as your partner
- Read and think (5 minutes)
- Introduce yourself to your partner
- Negotiate the best deal you can (until session starts)



IMPACT FUNDRAISING:

SKY'S

the limit

The Art of Negotiation – Achieving Win:Win Impactful Results

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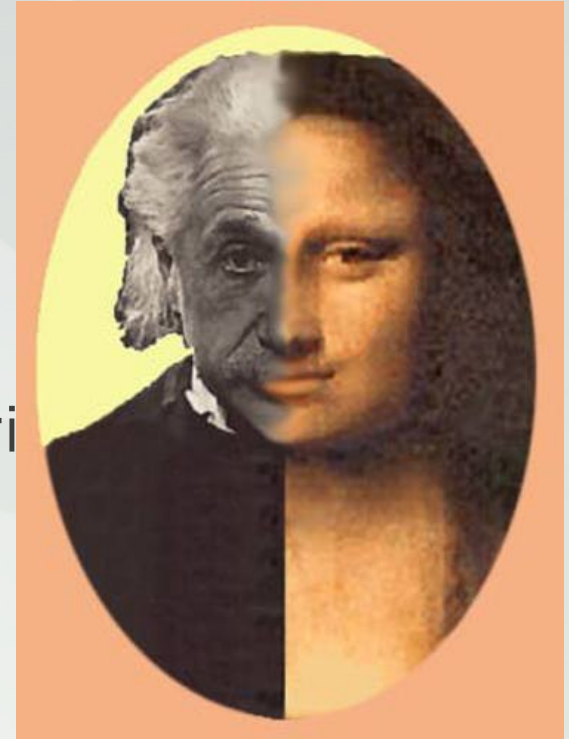


Negotiation is Everywhere

- Explicit/Implicit, Different Domains
 - Family: allocating chores, where to vacation, ...
 - Work: salary, as representative, ...
 - Explicit: buying cars, houses, knickknacks in bazaars, ...
 - Implicit: correcting overcharges, advancement work, ...
- Multiple parties with conflicting interests, opportunity for negotiation (even within self)

Plan for Today

- Science of Negotiation
Distributive vs. Integrative
- Art of Negotiation
Practice negotiating (group debrief)
- Special topics (?)



Distributive vs. Integrative



Distributive vs. Integrative



Interests



Distributive vs. Integrative



How to Accomplish

- Identify underlying interests
 - Move beyond positions (orange) to interests (snack, cake)
 - Know yourself/your principal (introspection)
 - Know your counterpart (questions)
- Find jointly improving solutions
 - Creativity
 - Expanding scope of the negotiations

Negotiating Practice

- If didn't negotiate before:
 - Green/White sheets
 - Read and think (5 minutes)
 - Introduce yourself to your partner
 - Negotiate the best deal you can

- If did negotiate before:
 - Find same partner
 - See if you can be more integrative

Sally

- Opera singer wants lead in Norma
- Lyric Opera has a position
- Objective (common information)
Ticket prices, average attendance, previous salaries
- Private information
Sally would sing for free, except for professional pride, chance for TV special for \$45,000
Lyric will pay up to \$45,000, breakeven attendance 85%, concerned about precedent

Agreements

- Just salary
- Salary + financial incentives (% of house)
- Creative options

Other Integrative Solutions

- Advertising
 - Joint ad budget, superstar comeback buildup
- Perks for Sally
 - Limo, dressing room, roses
 - Opening night gala (maybe for donors?)
 - Plastic surgery (special lighting, costumes, voice coach,...)
- Financial deals
 - Records and tapes of performances, split royalties
 - Masters classes at the Lyric
 - Plugs Lyric on TV show

Takeaways

- Think about your underlying interests (not easy)
- Collect information about your partner's interests (even harder)
- Create value (be creative)

Applications to Advancement

- Identifying my own interests
- Identifying my donor's interests (!)
- Creatively constructing a solution which meets both

Final takeaways

- Transform distributive to integrative
Move beyond positions to interests
Ask questions, especially why
Collaborate and be creative (improv)

For Further Reading

