



EMAC

Commercial Mediation Training

April, 18-21, 2023

Inter Luxury Hotel ,Addis Ababa



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Feteh (Justice) Activity
IN ETHIOPIA



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***EMAC would like to
acknowledge the
unreserved support of***
STITT FELD HANDY GROUP



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7 Elements of Principled Negotiation



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The 7 Elements of Principle

- **GOOD
SUBSTANTIVE
RESULTS**
- **ENHANCE/
MAINTAIN
RELATIONSHIPS**



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POSITIONS



1 way to
solve



MEANS



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INTERESTS



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INTERESTS

These are the
wants,
needs,
desires, goals
and concerns
of both



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INTERESTS



Multiple ways to solve



THE ENDS

POSITIONS



MEANS



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If we know and are
able to meet the
interests of both
sides, it improves
the likelihood of
success in



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WHY-TYPE QUESTIONS

What is it about position
that is important to
What will that help
you to achieve?
position
Why this position
and not
another?



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The 7 Elements of Principle Negotia tion

INTEREST S ALTERNAT IVES



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**Courses of
action** that
someone can
take **without**
the consent
or
of the operation
party



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ALTERNATIVES



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Consider
Alternatives
Before
and
At the End
of the
Negotiation



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ALTERNATIVES

ES



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BAT NA

**Courses of
action** that
someone can
take **without**
the consent
or

ALTERNATIVE
ES



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The 7 Elements of Principle Negotia tion

INTEREST
S
ALTERNAT
IVES
OPTIONS

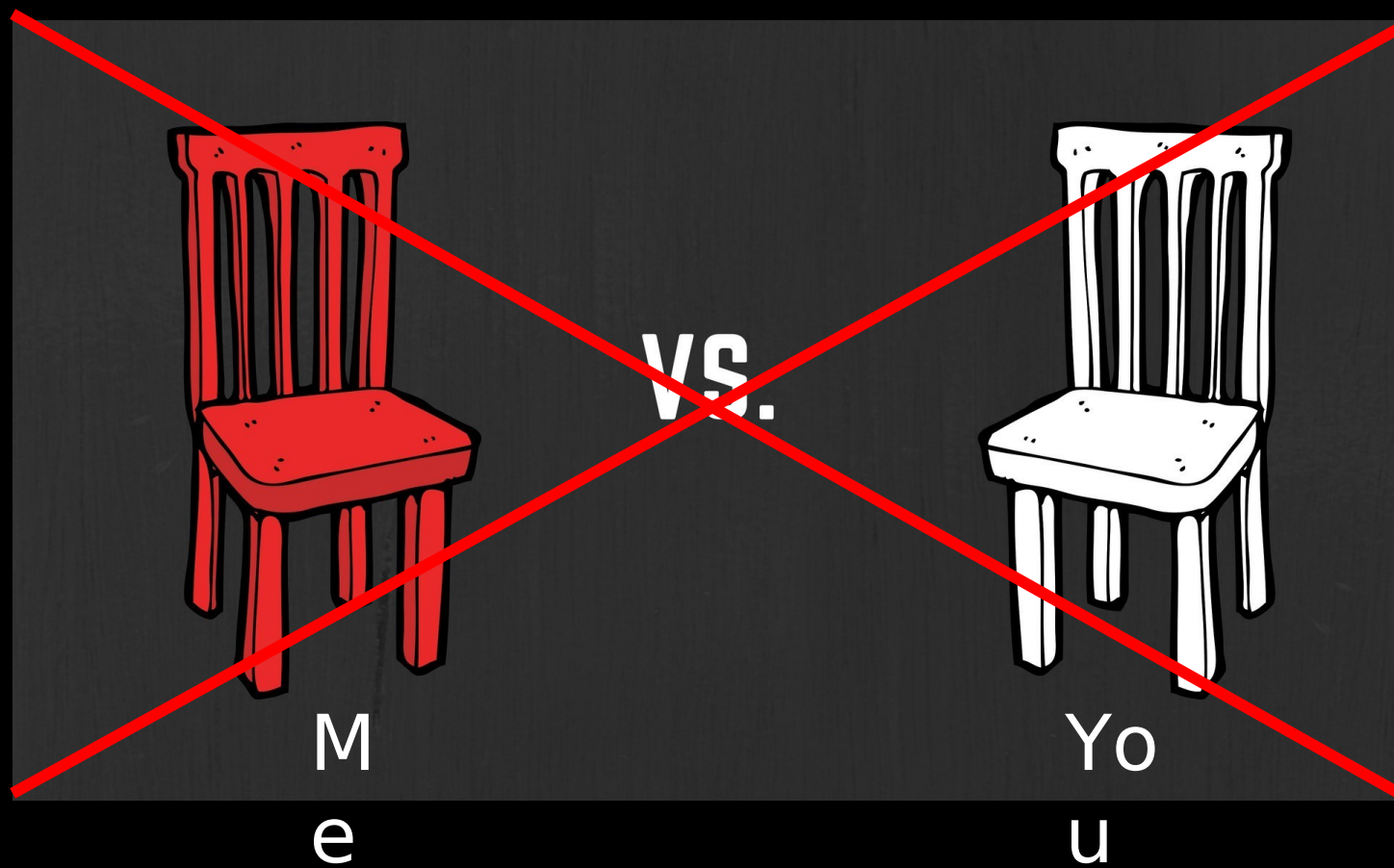


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Me and
You

VS.

THE
PROBLEM



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Courses of action
that someone
can take **WITH**
the consent or
cooperation of
the other party
OPTION



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GUIDELINES

No

commitment

OPTIONS No criticism
(brainstorming)



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I N E T H I O P I A

The 7 Elements of Principle Negotia tion

INTEREST
S
ALTERNAT
IVES
LEGITIM
ACY



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Legitimacy

- Objective criteria, benchmarks, standards of fairness
- Use legitimacy to be persuasive (and protect)
- Comparables, Experts, Industry standards, Benchmarks
- Answers a question in the negotiation (i.e. what is the value of x?)



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Present the
criteria that best
suits your
interests.

1. Persuasion
2. Protection
LEGITIMACY



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The 7 Elements of Principle Negotiation

INTERESTS
ALTERNATIVES
DEMANDS
ACY
RELATIONSHIP



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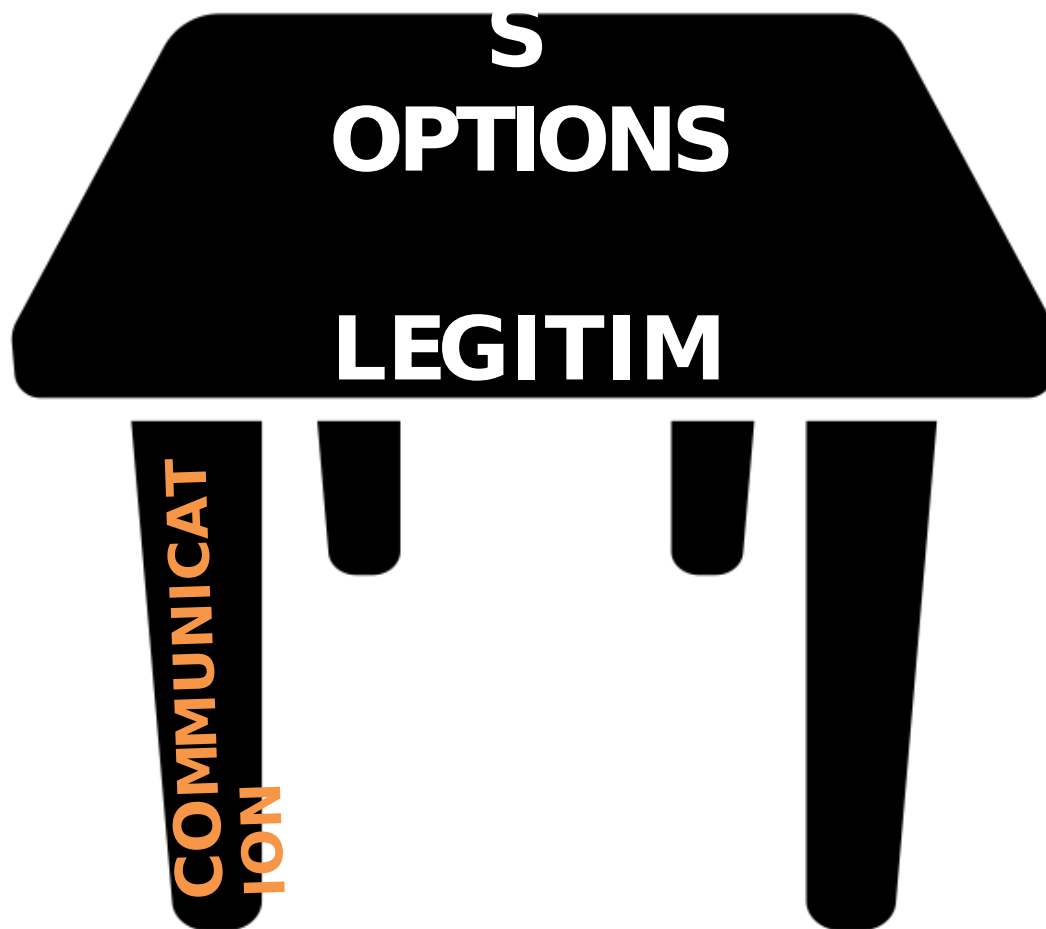


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**BATN
A**



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If you want to
persuade, be
open to
persuasion

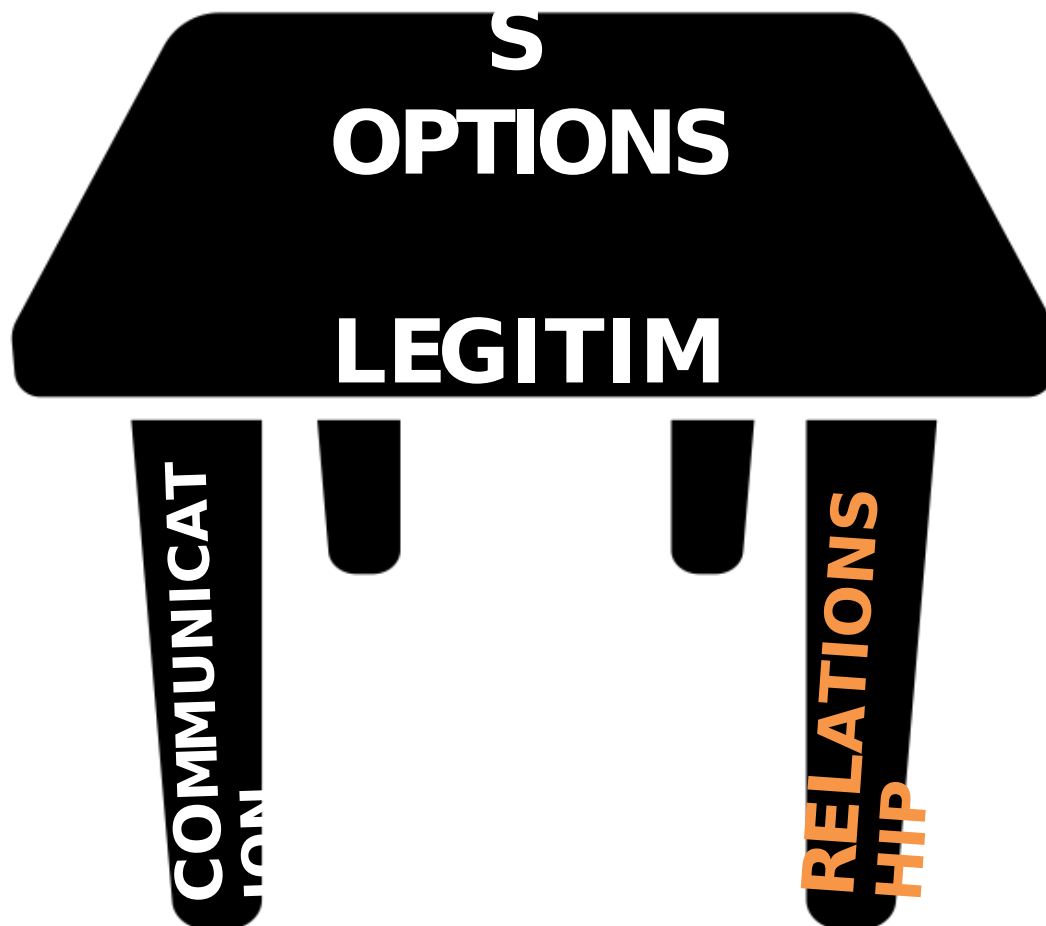


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BATN
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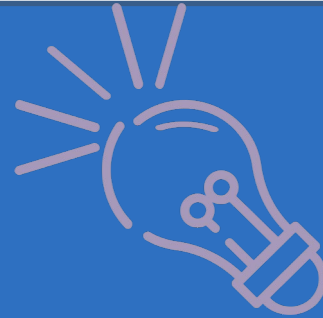


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Separate the People from the Problem

Be soft of the
people, and hard
on the problem

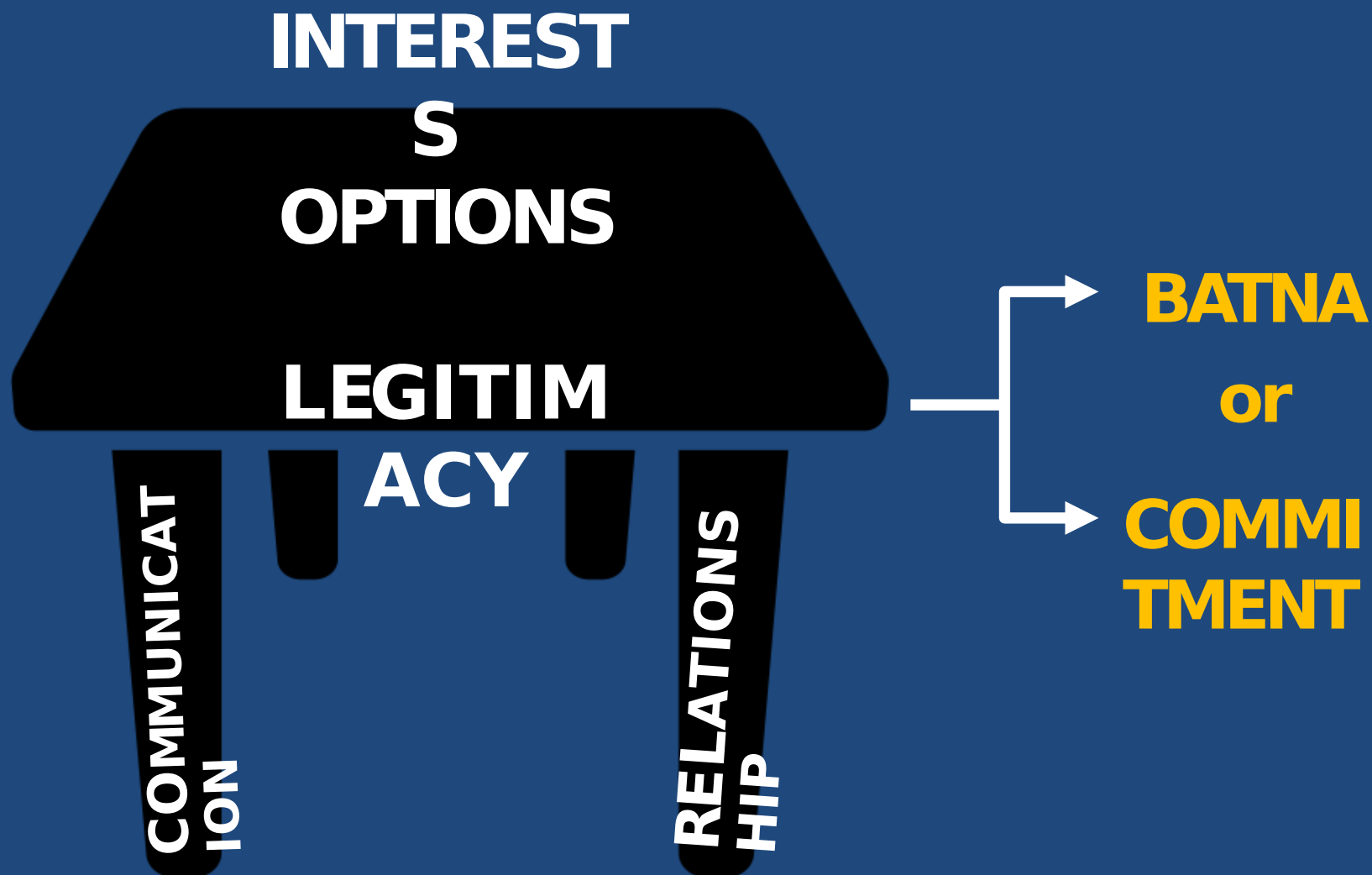


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The Elements of Principled Negotia- tion

INTERESTS
ALTERNATIVES
DECISIONS
COMMUNICATION
RELATIONSHIP
COMMITMENT



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CAPTURE YOUR THOUGHTS

