

Welcome to Connect, your regular burst of knowledge, insight, updates and top tips spanning JSB's full range of expertise.

The process of negotiation is described as being a discussion aimed at reaching an agreement. It is one of the most used methods by which a compromise or agreement is reached between two or more parties. We negotiate a great deal more than we realise. In fact, experts on the subject have said that life, itself, is just one continuous negotiation. Sometimes it goes naturally, while sometimes we get stuck...



How to capture value in negotiations

Whenever people try to reach an agreement, understandably both sides aim to achieve the best possible outcome for their position (or perhaps the cause they represent). Whilst there is no "one size fits all" there are a few basic principles that if you follow you're most likely to get a better deal.

[See the infographic »](#)

"Don't raise your voice, improve your argument."

- Desmond Tutu

Don't need Negotiation Skills? Think again!

5 Everyday Opportunities to Negotiate at Work

- 1) **Workload** - prioritising and delegating with your manager, your team, your direct reports
- 2) **Clients** - closing a deal, agreeing contracts, chasing fees, buying time
- 3) **Suppliers** - balancing your demands with forging a positive relationship
- 4) **Getting your own voice heard** - while listening to others
- 5) **Key stakeholders** - building fruitful, long-lasting partnerships

What separates a skilled negotiator from an average one?

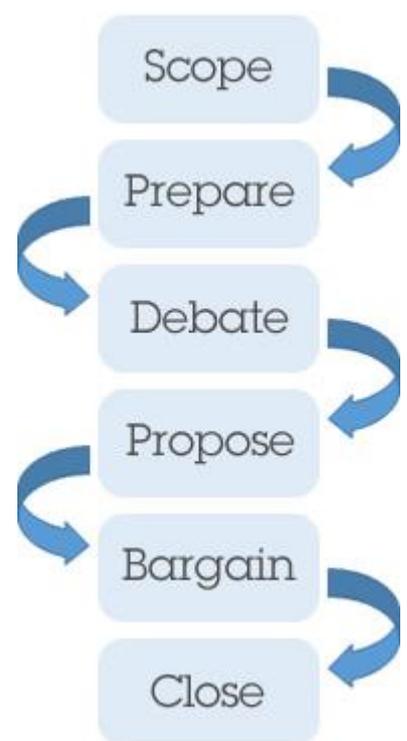
Skilled negotiators... make clear decisions about the upper and lower limits for each issue they have to discuss

Average negotiators... tend to plan around a fixed position for each issue

[Read more »](#)



The 6-step Model to Negotiation



Negotiation can often feel like a dance. Like any dance, it helps if you know the steps...

You're aiming for a win-win and a solution acceptable to both parties. Your opposite number shouldn't walk away feeling aggrieved. You may well negotiate - or dance - again in the future.

[Read our essential guide to negotiating »](#)

The psychology of effective negotiation. Lessons from Neuroscience

Whether conscious or unconscious, the strategies, assumptions, motivations and emotions that a negotiator produces internally and elicits in the other party play a critical role in the outcome of a negotiation.

[Read our insights »](#)



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Over to your people.
Can they achieve the best possible outcome in every negotiation?

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Negotiation Skills and Making the Deal

- Bring commercial focus and intellectual rigour to the way you pursue opportunities, shape deals and negotiate outcomes
- Shape the deal in order to create maximum value for your organisation
- Achieve self-mastery and self-control in your behaviour and conduct

[Sample programme »](#)

HR MASTERCLASS

Negotiating with Trade Unions

- Understand the preparation required before negotiating with trade unions
- Identify your strengths and weaknesses to develop a more flexible style of negotiation
- Gain confidence in applying new knowledge and skills to the negotiation process
- Achieve better results, while retaining the goodwill of employees and the support of senior management

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