

Finding and Using Negotiation Power

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- Check the message **Welcome greeting** published in the News Bulletin Board.
- Dear student please edit your profile uploading a photo where your face is clearly visible.
- The purpose of the virtual meetings is to answer questions and not to make a summary of the study material.
- This presentation is based on (Lewicki, Barry, and Saunders 2024, chap. 8)

Understand the role of power and the different sources from which this element arises in a negotiation.

- Power in the context of a negotiation refers to the ability of a negotiator to gain an advantage or increase the likelihood of approaching its target point.
- Power is important in a negotiation because it generates advantages and allows reaching a settlement point close to the target point.

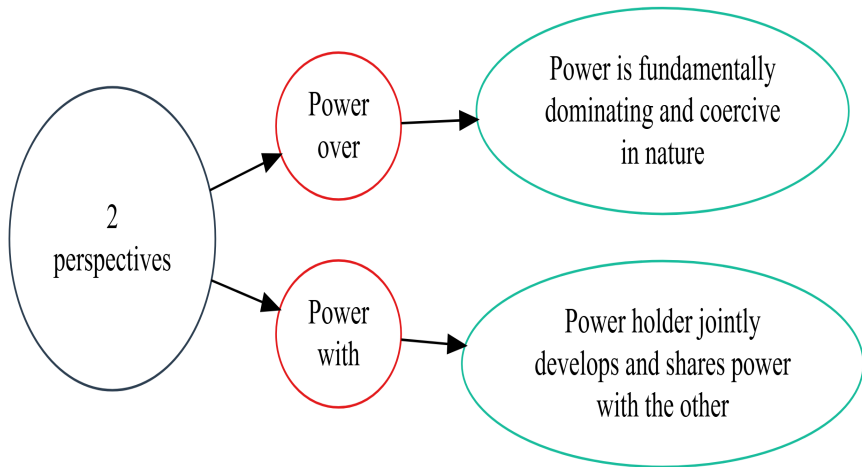


Figure 1: Perspectives about power¹

¹Check out (Coleman 2014) if you want a general perspective about power and its relation with conflict

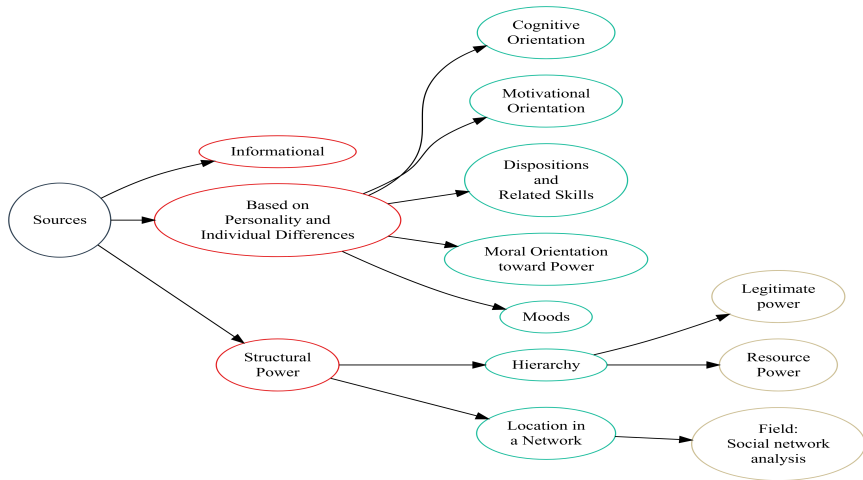


Figure 2: Sources of power in a negotiation (Lewicki, Barry, and Saunders 2024, 242–60)

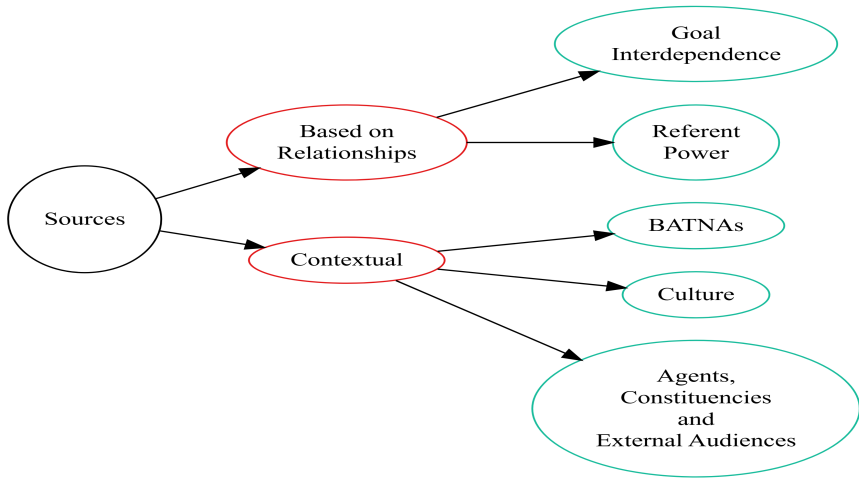


Figure 3: Sources of power in a negotiation (Lewicki, Barry, and Saunders 2024, 242–60)

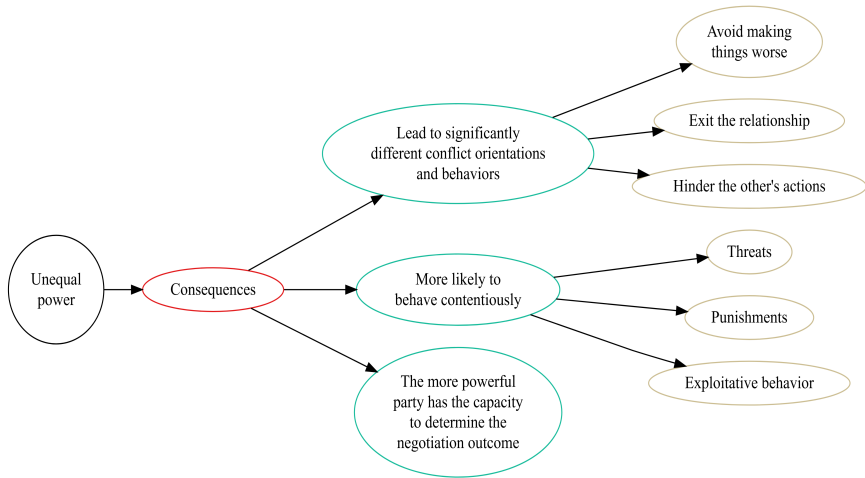


Figure 4: Consequences of unequal power in a negotiation (Lewicki, Barry, and Saunders 2024, 260–61)

- Advice to negotiators who are in low-power positions based on (Lewicki, Barry, and Saunders 2024, 261–62):
 - Diversify risk by entering into deals with several other partners.
 - Deal with a variety of different individuals and departments in the high-power party (Divide and Conquer).
 - Build coalitions with other low-power players to increase collective bargaining power.
 - Enter in early deals with high-power parties and maximize the visibility of those deals to other parties.

- Advice to negotiators who are in low-power positions based on (Lewicki, Barry, and Saunders 2024, 261–62):
 - If you have something to offer, make sure you offer it to more than one high-power party to generate competition between them.
 - Gather and leverage relevant information to strengthen your negotiation position and achieve better outcomes through persuasive communication.
 - Do what you can to manage the process (for example the agenda or location) to guide the negotiation towards a more favorable outcome.

- To my family that supports me
- To the taxpayers of Colombia and the **UMNG students** who pay my salary
- To the **Business Science** and **R4DS Online Learning** communities where I learn **R** and **π -thon**
- To the **R Core Team**, the creators of **RStudio IDE**, **Quarto** and the authors and maintainers of the packages **tinytex** for allowing me to access these tools without paying for a license
- To the **Linux kernel community** for allowing me the possibility to use some **Linux distributions** as my main **OS** without paying for a license

References I

Coleman, Peter T. 2014. "Power and Conflict." In *The Handbook of Conflict Resolution: Theory and Practice*, 3rd ed., 137–81. Jossey-Bass.

Lewicki, Roy J., Bruce Barry, and David M. Saunders. 2024. *Negociación*. 9th ed. McGraw-Hill Education.
<https://www-ebooks7-24-com.ezproxy.umng.edu.co/?il=40562>.

