

Finding and Using Negotiation Power

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2022-02-14 09:27:06

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Please Read Me

- 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 2016, chap. 8)

Purpose

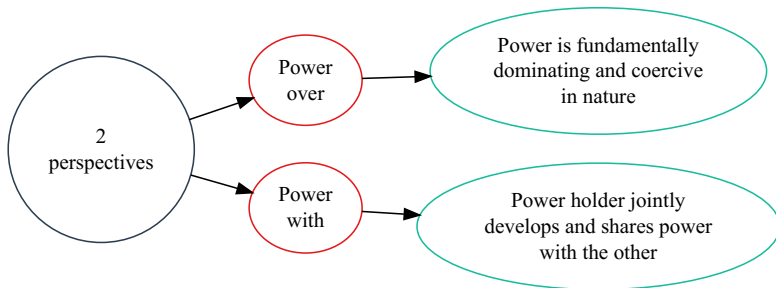
Understand the role of power and the different sources from which this element arises in a negotiation.

Power in the context of 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.

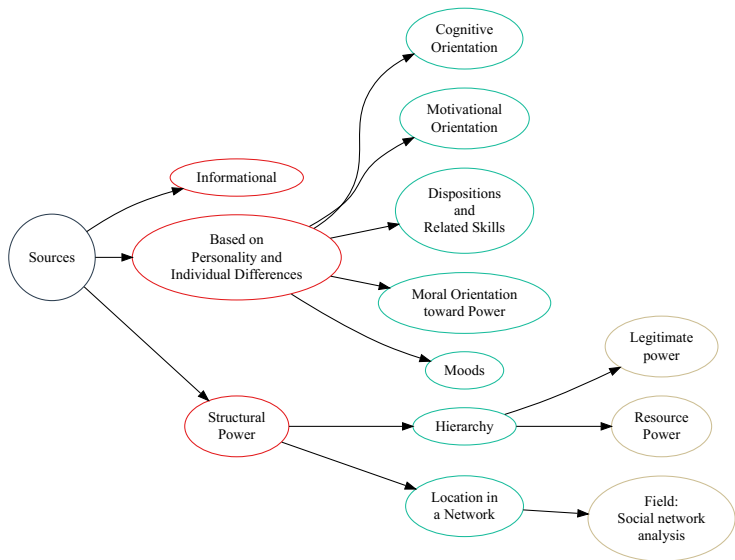
Power in the context of a negotiation

- Perspectives about power¹

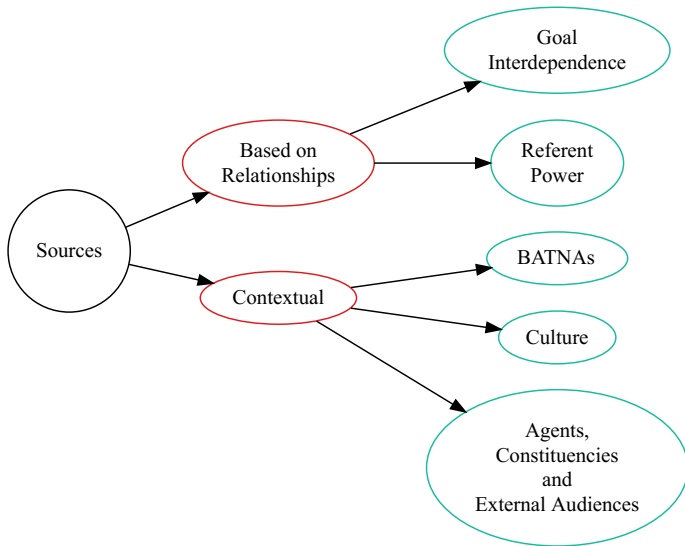


¹Check out (Coleman 2014) if you want a general perspective about power and its relation with conflict

Sources of power in a negotiation



Sources of power in a negotiation



Dealing with negotiations how have more power

- Advice to negotiators who are in low-power positions based on (Lewicki, Barry, and Saunders 2016, chap. 8, p 199-201):
 - 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.
 - If you have something to offer, make sure you offer it to more than one high-power party to generate competition between them.

Acknowledgments

- 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**
- To the **R Core Team**, the creators of **RStudio IDE** and the authors and maintainers of the packages **tidyverse**, **DiagrammeR**, **knitr**, **kableExtra** and **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

- 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. 2016. *Essentials of Negotiation*. Sixth Edition. Dubuque: McGraw-Hill Education.