

The System of Negotiation: Deming Points 4(5) and 9 (11b)

Presented by John Carlisle

In2:InThinking Network 2014 Forum

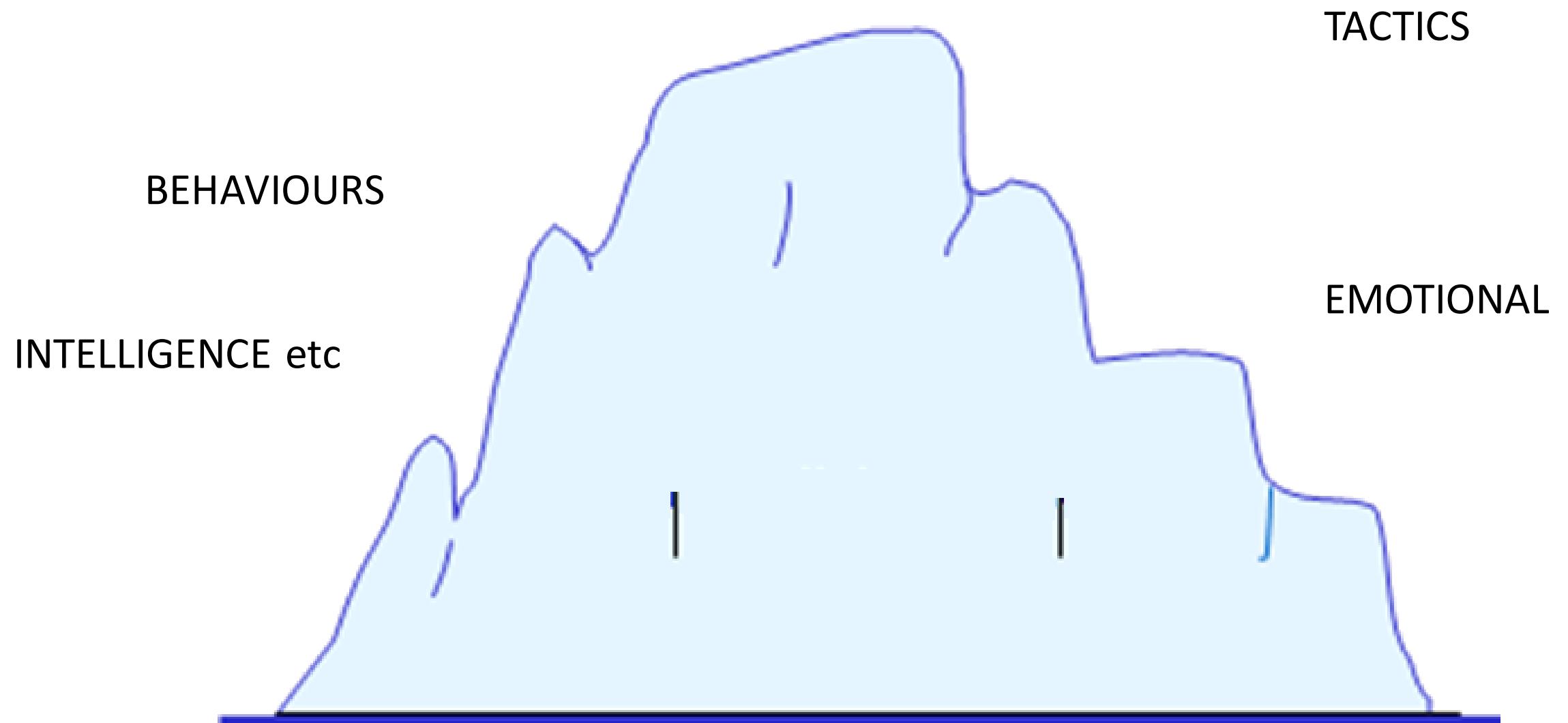
- **Why negotiate?**
- **Appreciation for a System – of Negotiation**
- **Why Deming's Points 4 and 9?**
- **Discussion on best applications**

The System of Negotiation

- The Aim of the system – an agreement that works for all parties.
- The System: Iceberg model
- The Theory: Early involvement brings best results

The Negotiation Iceberg

The external negotiation gets the attention



The System of Negotiation: Deming Points 4(5) and 9 (11b)

- **Why negotiate?**
- **Appreciation for a System – of Negotiation**

• John Carlisle, Sheffield, UK

THE WHOLE ICEBERG

The External Negotiation

where all the attention is



The Internal Negotiations

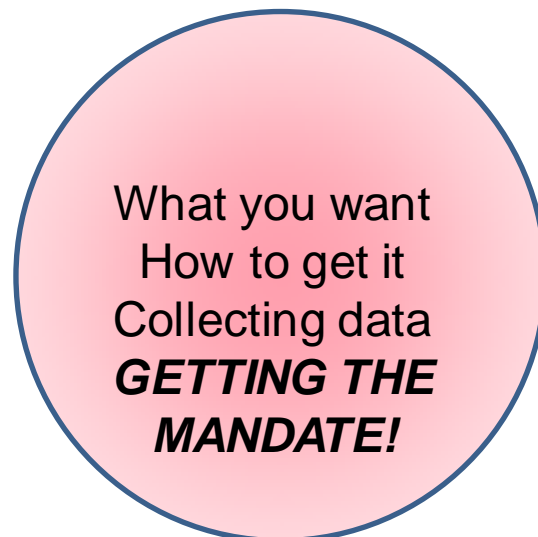
1.

Planning

2.

Selling the Agreement

The Internal Negotiations 1



Planning – Not just on price (point 4) also (5)

Aim: clear goals,
objectives, strategy

The Internal Negotiations 2



Internal Negotiations

Planning

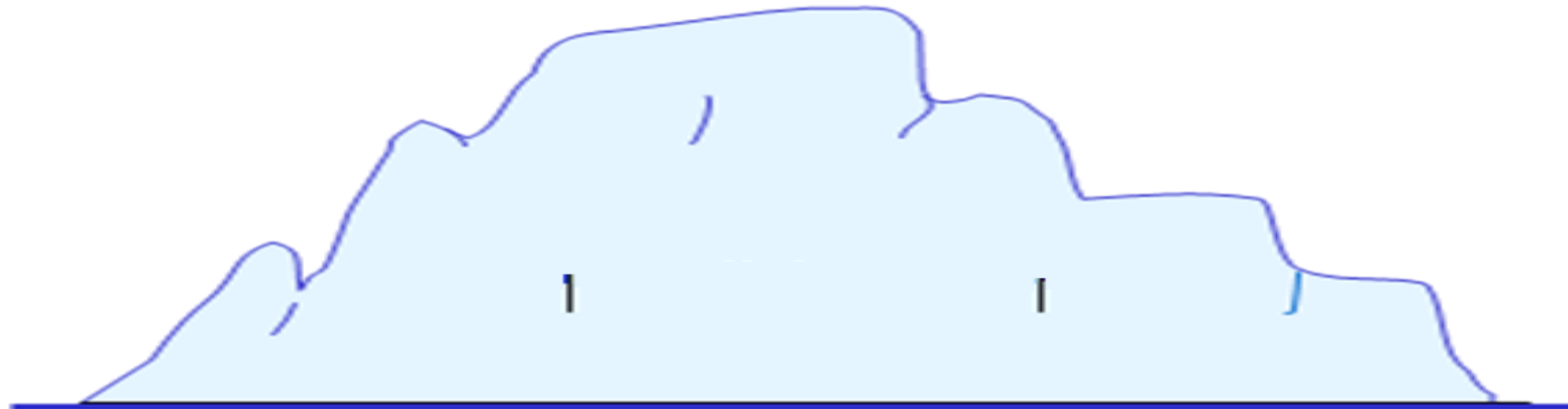
What you want
How to get it
Collecting data
GETTING THE MANDATE!

Aim: clear goals,
objectives, strategy

Selling the Agreement

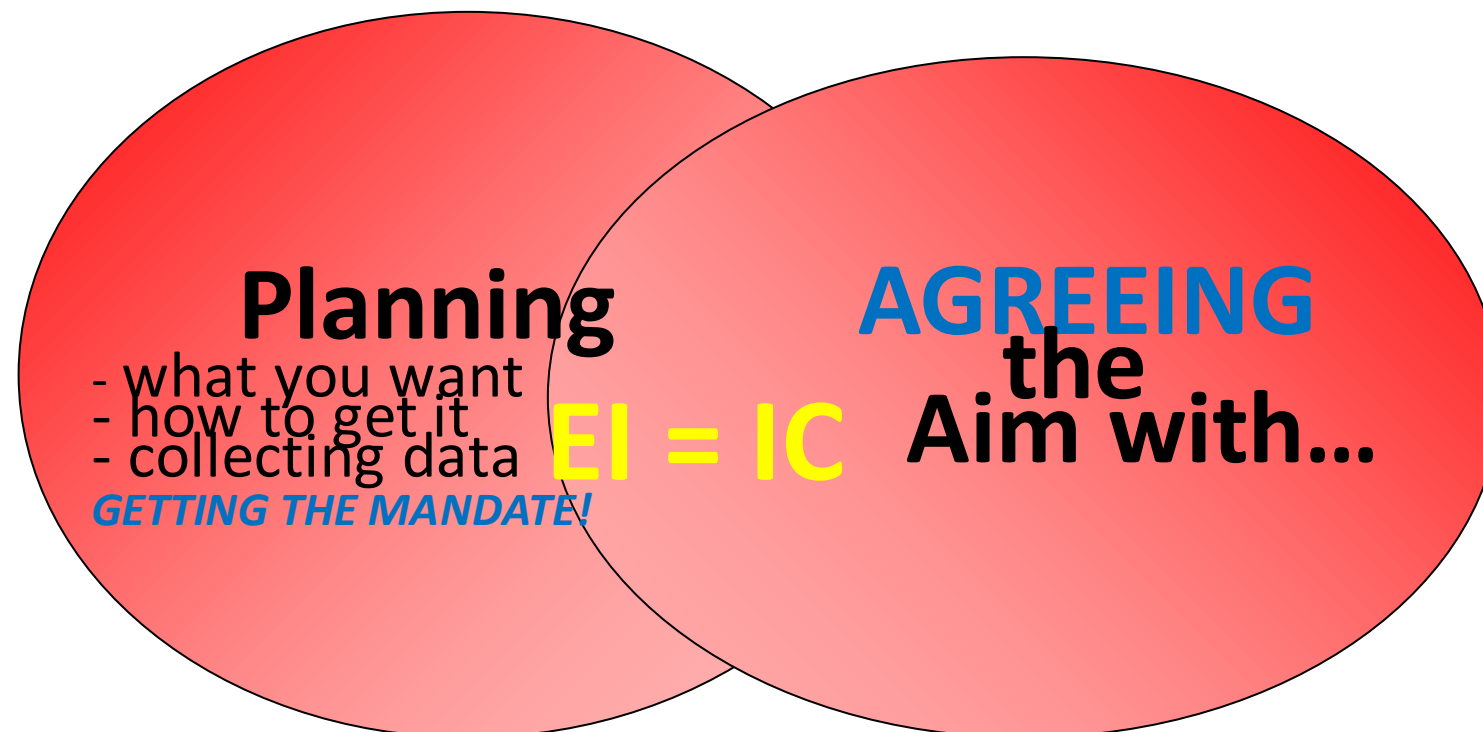
Aim: implementation
success

Point 9 in Negotiation – breaking down the barriers - plus



Internal Negotiations

(c) John Carlisle 2013



Aim: Clear goal, Objective and Strategy

Aim: Implementation Success

EI - The New Way: EARLY INVOLVEMENT

