

KENT STATE

The Power of BATNA's


CACM 11001

Bleak

But But But

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- What's the point in discussing interests, positions, needs, etc. if the other person won't play?
- What if they have more power and resources?




Shoulda, coulda, woulda

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- Negotiation should:
 - Protect you against making an agreement you should reject.
 - Help you to make the most of what you have so that any agreement can satisfy as many interests as possible.

PROTECT YOURSELF AT ALL TIMES


The go-to method: KENT STATE UNIVERSITY

- Most folks try to protect themselves by having what's called, "a bottom line."
 - "Don't take any less than this..."
 - "It's this or it's nothing..."
- A bottom line **may** protect you, however, it may also limit possibilities.
- Bottom Lines: 
 - a lot like positions.
 - prevent imaginative thinking.
 - may help you avoid worst case scenario but may also prevent OK ones.

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- Best Alternative to a Negotiated Agreement (BATNA)
- Not the same as a bottom line, but what would happen if agreement cannot be reached.
- Consider your BATNA prior to arriving to the negotiation table.
- We often get so committed to the end result, we become pessimistic about what happens when negotiation breaks down.

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- Having a concrete BATNA while negotiating helps us to consider the bigger picture.
- Formulate a trip wire for yourself: 
 - What are some agreements that aren't the best case, but are better than your BATNA?
 - What is the worst case scenario?
- The better your BATNA, the greater your power.
 - Reduces anxiety and pressure to cave.


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- **Develop your BATNA:**
 - Invent a list of possibilities if no agreement is reached.
 - Improve the more promising ideas and make them more practical.
 - Tentatively select the best alternative to reaching agreement.
- **Having a strong BATNA strengthens the negotiation process as well – you know exactly what happens if no agmt reached.**



BATNA in practice KENT STATE UNIVERSITY

- **When participating in negotiation, judge the offers the other party makes against your BATNA.**
- **Should you reveal your BATNA?**
 - Maybe, maybe, maybe.... Depends on the strength.
- **Consider the other party's BATNA.**
- **WATNA**



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- **Questions/
Comments/
Concerns:**
