

Beyond WinWin

TRANS ALIGNMENT NEGOTIATION Workshop



TransAlignment is:

- **Aligning Interests Across Boundaries**
- **Transcending Short Term Interests**
- **Transforming Relationships into Alliances**

TransAlignment ProActive Framework

Why a TransAlignment Negotiation Workshop?

What's Missing in Win-Win Negotiation

Thirty years ago, a new idea/methodology in negotiation was introduced: Win/Win. At the time it was a breakthrough compared to the then predominant manipulative win-lose approach.

However, for those who negotiate long-term strategic relationships, where the parties must work together for years after the agreement, there are weaknesses in the win-win approach:

1. **No Strategic Alignment Methodology**
2. **No Trust-Building Methodology**
3. **No emphasis on Collaboration for Innovation to create flexible evolution**
4. **Strict focus on Self-Interest, little or none on Mutual Interest**

Our Breakthrough Method

TransAlignment Negotiation uses a powerful set of critical architectures of alliances, collaborative innovation, and trust building to produce results far exceeding win-win.



What Value Can I Expect?

As a result of years of negotiations experience, research with Harvard on brain science, and extensive benchmark studies, The TransAlignment Foundation has developed a negotiations architecture that enables negotiators to diagnose situations rapidly, select among a variety of negotiations strategies, and apply appropriate negotiating techniques.

Knowing what negotiation strategies to use in different situations creates a set of options that take much of the risk out of negotiations.

Who Will I be Working with & Learning from?

A team composed of Robert Porter Lynch, who has been in the vanguard in the field of alliances, collaborative innovation, and trust building, along with highly experienced negotiators and mediators Sharon Wilson and Paula Drouin have joined forces to create a highly impactful framework. We have honed the strategies and applications to the point we are ready to share our approach with others.



TransAlignment ProActive Framework

Great Negotiators Advantage:

Great Negotiators are characterized, not by their application of a technique, nor by their hard-nosed toughness, but rather by their breadth of capabilities, their flexibility, their depth of understanding, their integrity, and their insightfulness across a broad range of strategies and situations that materializes mutual possibilities and produces productive, sustainable results.

Long-Term Strategic Relationships are NOT “Deals:”

The biggest mistake negotiators make is to shortchange themselves with a “deal” forsaking long-term strategic relationships. Deals are one-time, short-term transactions, like buying a car. These are consummated with a contract. Issues like designing mutually beneficial futures, trust, and continuous innovation are *not* part of deal making.

Long term relationships are vastly different; especially because they are *not* transactions, but complex interactions that are constantly evolving. A vastly different type of negotiation approach is necessary based on a “systems approach” that propagates evolutionary collaborative adaptation.

Our extensive work in forming strategic alliances, plus a breakthrough in understanding of neuro-science, along with our in-depth analysis of best practices gives us a deep understanding of the real secrets of achieving trust, innovation, and creative solutions to address negotiation obstacles.

Creating Bold New Futures:

Our methodology is designed to create bold new futures. While there’ll always be a need for traditional styles of negotiation, today’s executive frequently demands a more robust method of transacting business that does not run the risk of setting limits, diminishing trust, and getting overly entangled in control issues, punitive contracts, and time-consuming back-and-forth dicker over minutiae and irrelevant side issues.



Negotiation is perhaps one of the most confused and misunderstood elements of strategic relationship formation. The primary reason for this confusion lies in the intermingling of very different negotiation strategies and tactics. Overall, there are essentially three distinct negotiation strategies in operation today:

- 1) The Adversarial/Combative (Win/Lose) Strategy
- 2) The Cooperative (Win/Win) Strategy
- 3) The Collaborative/Co-Creative (Beyond Win/Win) Strategy

However, while win/win is a worthy goal, its level of trust generation and capacity to create real synergy is somewhat limited. Therefore, for truly effective negotiation for such purposes as strategic relationships, one must go beyond the cooperative model to a synergistic model.

TransAlignment ProActive Framework

AGENDA

1. WHAT IS TRANSALIGNMENT? HOW IT DIFFERS FROM OTHER TWO OPTIONS

- Win/Lose
- Win/Win
- TransAlignment – Where it excels
 - Demonstration/Experience

2. BASIC TRANSALIGNMENT SYSTEM

- Difference between a “Model” & a “System”
- Core Elements
 - 4-Dimensional Alignment
 - Strategic
 - Cultural
 - Operational
 - Dynamic Realignment in Time
 - Trust Building
 - 4-Drives of Behavior
 - Ladder of Trust
 - Operating Principles
 - Collaborative Innovation
 - Creative Inquiry
 - Embrace Differences
 - Re-framing the Future
- Workgroup Application

3. ART OF LISTENING & INQUIRY

- Discovery & Inquiry
- Reframing the Perspective & Language
- Shifting the Frames of Reference
- Negotiation from Hell
 - Workgroup Application

4. SELECTING THE RIGHT NEGOTIATION TEAM

- Leading the Team & Profile of Team Members
- Role of Lawyers, Accountants, Contracts and Procurement
 - Workgroup Action Plan

5. SHIFTING TO A VISION & VALUE PERSPECTIVE

- Strategic Driving Forces & Impact of Strategic Drivers on Mutual Future
- Positive Use of Power
- Creating the Vision-Value Proposition Linkage
- Migrating Value to Maintain Competitive Advantage
- Expanding the Pie – Opportunities for New Possibilities
 - Workgroup Application

6. CREATING COLLABORATIVE INNOVATION CULTURE

- Addressing Breakdowns & Trust Violations Confronting Value Destroyers
- Conflict Resolution
 - Workgroup Action Plan

What does the name “TransAlignment” mean?

It was created because the system accomplishes three things simultaneously:

- *Transcends* the time and place of those at the table – often exceeding their life-span
- *Transforms* relationships from antagonistic to collaborative
- *Transboundary* integration, building bridges across boundaries



DID YOU KNOW?

Without trust, the brain’s chemistry actually shuts down our ability to collaborate *and* to innovate.

Available in Three Formats

- 1 Day
- 1 ½ Day
- 2 Day

TransAlignment ProActive Framework



If You Take Our 2-Day Program, You Will Learn:

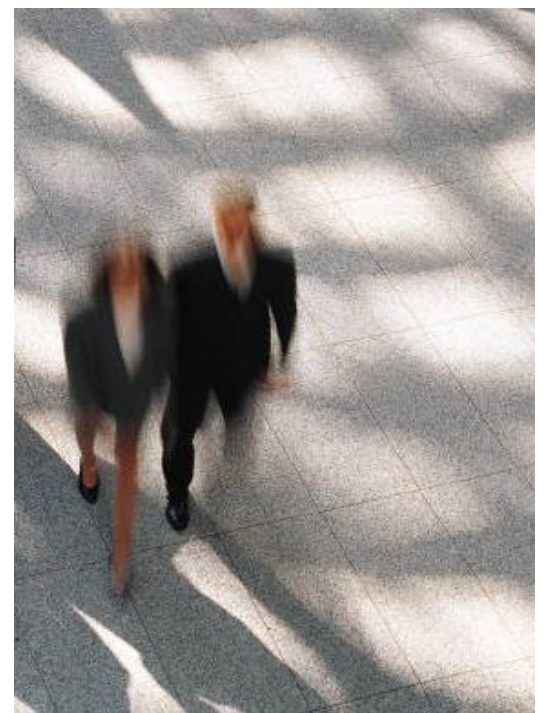
- One typical mistake that will kill the future of negotiations
- Two things to look for in a psychological profile that will indicate the potential for a breakthrough in the negotiations
- Three ways to deflect adversarial approaches in negotiation
- Four most important behavioral drivers that must be satisfied in any negotiation before finalizing an agreement
- Five things you may inadvertently say or do that will send negotiations into a tailspin
- Six factors of our legal system/structure that typically doom collaborative negotiations that must be considered when choosing a lawyer or contracts manager for the negotiation team
- Seven factors that distinguish leaders from managers
- Three ways to diffuse combative, adversarial bargain strategies
- How to handle objections and resistance with new thinking, especially when negotiations get trapped in the “lowest price” trap
- How to use differentials in thinking to generate innovation
- How to build a relationships and culture that sustain synergistic negotiations in the future



“ExhilaratingThe Architecture of Trust is a Grand Unifying Principle that makes sense of lots of seemingly disparate phenomenon and ideas.”
– Tom Halle, Hitachi

Key “Take-Away” Topics will include:

- How create alternative negotiation strategies for success
- How to select the right people for the negotiation team
- How to influence “the other side” without dominating or threatening
- How to build trust during the negotiations
- How to gain support from those on the “other side”
- How to bounce back from mistakes and miscalculations
- How to distinguish the people who will support collaborative negotiation and those who won’t
- How most negotiators misunderstand the real, unstated needs of the other side
- How to bridge the gap between self-interest and mutual-interest
- How to protect yourself from being taken advantage of
- Why ‘tit-for tat’ is a bad strategy in any collaborative negotiation
- How to use time for mutual advantage



TransAlignment ProActive Framework

What can I expect?

Participants develop their own strategies & techniques that they can begin applying immediately into their organization.

Learnings will be offered through case examples, interactive sharing of ideas, and practical project development sessions.

Who should attend?

The program is designed for negotiators and mediators who are seeking to increase alignment, teamwork & collaborative innovation.

This session will prove to be highly useful for any group that needs better coordination, means to maximize resources, joint problem solving, communications across boundaries, and wants higher levels of human energy. Leaders that know that something is missing in their unit typically discover something powerful, energizing, and eye-opening.



About your Workshop Leaders

Robert Porter Lynch has been creating alliances for over thirty years. His studies of Alliance Best Practices, beginning in the 1980s have resulted in thousands of successful alliances all over the world. Over 40,000 executives and managers have attended his programs and workshops worldwide.

Sharon Wilson serves on many long-standing Government and Corporate contracts having facilitated hundreds of multi-million dollar negotiations. As one of the first graduates in Alberta with formal collaborative negotiation and mediation training, in the last 25 years she has trained thousands of students.

Paula Drouin was one of the original pioneers of Negotiation and Mediation training and services in Alberta in the early 90's. She has experience as a contract government negotiator; facilitator of hundreds of negotiations; and trainer of thousands of negotiation and mediation students worldwide.

Highly Acclaimed

Because the program design carefully links Best Practices with Practical, Real World Application, these are typical statements from other workshops:

Superb! Excellent Content
Great info on a fresh new topic
Made me think, A great learning experience
Great Work! Well Organized
Completely Shifted my thinking
One of the best seminars ever attended





Where is TransAlignment Needed and Useful?

Where Long Term Alignment, Trust, & Innovation are Essential

- **MUNICIPALITIES**
 - where neighboring cities and jurisdictions must collaborate
- **INTER-GOVERNMENTAL RELATIONS**
 - especially between different government entities
- **INTRA-GOVERNMENTAL RELATIONS**
 - internal teamwork across divisions and mergers of Ministries
- **ENERGY SECTOR BUSINESSES**
 - particularly where companies share facilities, resources, or suppliers
- **LABOUR RELATIONS**
 - not just conflict resolution but also adapting to changing conditions
- **ABORIGINAL RELATIONS**
 - both internal communities and external treaties and government
- **LONG TERM CONTRACTS**
 - such as construction, service delivery, information systems, etc.
- **FAMILY BUSINESS ARRANGEMENTS**
 - enabling harmonious working relations and successful business
- **NEIGHBORHOODS & CONDOMINIUM ISSUES**
 - keeping communities together in times of difficulties and change
- **ENVIRONMENT and REGULATORY RESOLUTION**
 - enabling resource users to create workable options for sustainability
- **SUPPLIER-BUYERS**
 - low-cost, high-value delivery while suppliers remain profitable

Contact Robert Porter Lynch (Robert@ICLIInstitute.org)