

The 5 principles of effective and sincere negotiations

1. The PURPOSE is a sustainable solution

(rather than enforcing a victory/ having the adversary lose)

2. The FOCUS is on the merits

(rather than on the process, the person of the adversary, his/ her views)

3. The APPROACH is proactive and constructive

(instead of ignoring or frustrating the process, and therefore cooperative, providing adequate and constructive contributions)

4. Each ACT is sincere and fair

(therefore no untruths, concealing information, no artifice or improper pressure or abuse etc.)

5. The OUTCOME is justified and morally just

(an outcome you could also have lived with would you have been the adversary)