IMS2501: Second Year Studio
Week 11 Studio Activity
Case Study: Negotiation

These notes are available on the IMS2501 Web site via http://www.sims.monash.edu.au
Please contact your tutor if you require assistance with these exercises. Tutor email address and consultation times are available on the subject’s Web page under Staff.

Objectives of session
- Develop a better understanding of negotiation
- Practice planning a negotiation

Activity 1 – Some tactics used in negotiation [approx. 30mins]. General class discussion.

- We talked about the strategies used in negotiation at the Seminar last week, now it is time to consider tactics used in negotiations and their possible consequences.
- a) describe each of the tactics
- b) try and make up an example of the use of such a tactic
- c) assess their probable effect in a situation where you are aiming for a win-win result

Ambit claim
Split the difference
Fait accompli
Deadline
Manipulating data
Playing to the gallery
Filibuster
Refusal to negotiate
Personal favour
Argue a special case
Walk out
Get an expert to negotiate for you
Move the goal posts
Fix the agenda
Attack the person
Good guy/ bad guy
Divide and conquer
Take a break
Save their face

Activity 2 – What would you do [approx. 15 minutes]. General class discussion

Cal, your boss, has called you into the office. He says: “Look, I’ve got a deputation coming over from the Research and Development unit to talk salary increases, and I need to pick your brains before they get here. They’re just a bunch of nerds, so what they know about negotiating could be put into one of their Bunson burners. Some of their ideas are too way out, but some of them are starting to pay off, so I don’t mind throwing a little bit of money their way. I suggest we freak them out by having the meeting in the north conference room – the one with the strange acoustics and weird light – and then you and I will play Good Guy, Bad Guy to stress them. We’ll hit them with these files of finance printouts that suggest we’re broke – we’re not of
course, far from it – and then we’ll put some pressure on, saying we need to wrap this up today. I thought I might also try some divide and rule stuff – you know, offer special deals to some of them, but not others, split ’em up, keep ’em off balance. You know them better than me. What dirt have you got on them I can use?”

What will you say to Cal?

Activity 3 – Implementing the working system [2 hours]
Work on Assignment 4

Activity 4 – Reflective Journal Entry [15 mins]
Send an email to your tutor and studio academic with subject heading "IMS2501 Reflective Journal Entry – Student ID".
See Sections 9.1 and 9.2 for sample and template of Reflective Journal Entry.