



Elements of Negotiation



1

Interests

Each party's fundamental needs or motivations, which underlie their positions

2

Legitimacy

The priority of fairness perceived in the process and potential agreement

3

Relationships

The dynamics between the parties that will impact and be impacted by the process

4

Communication

Depending on their goals, parties will use different techniques, choosing to share or withhold information from the other party

5

Alternatives/BATNA

If the negotiation does not prove advantageous, they must have alternatives they can fall back on
BATNA - best alternative to the negotiated agreement

6

Options

Any available choices parties may consider to satisfy their interests and/or those of the other party

7

Commitments

An agreement, offer, or promise made by one or more party during the negotiation