

Negotiating With Institutions

A Collaborative Case Study

Introductions

- Solar Community Housing Association
 - Lily Tanner, Ben Pearl
 - Ground Leases with UC Davis
- Center for Student Business
 - Meghan Smith, Corey Walters
 - Meal Plan Inclusion with UMass Auxiliary Services

Preparation

- Creating and Understanding Collective Goals
- Flexibility/Anticipating Problems
- Crafting Your Message
- Financial Preparation
- Knowing Organizational/Negotiation History

Building Coalitions

- Identifying Potential Partners
- Reaching out to Alumni
- Coordinating Action
- Recognizing/Avoiding Pitfalls

Collective and Oppositional Tactics

- Know Your Opponents Needs and Objectives
- Creating or Recognizing Diversion
- Staying on Task
- The Importance of Reading Body Language and Cues

Bringing the Other Party to the Table

- Identifying Stakeholders and Allies Within a Beauracracy
- Leveraging Coalition Members
- Identifying Communication Channels
- Changing Your Plan of Attack

Framing

- An Example of Framing
- How to Create an Advantage Through Language
- Using Anchoring Points
- Changing the Status Quo

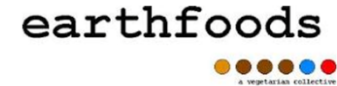
Reaching An Agreement

- Knowing Your 'Zone of Possible Agreement'
- Having Membership on Board
- Anticipating the Effects of Agreements
- Recognizing an Opponent's Readiness to Deal

Questions?



**Solar
Community
Housing
Association**



Greeno Sub Shop