

# Conducting Interest-Based Negotiations

## An Overview of the Mutual Gains Approach

This course has been designed as a first step toward improving negotiation skills and giving learners and their organizations a competitive edge. It introduces a set of proven frameworks and methodologies to help view negotiations differently—focusing on the interests of all parties.

This course draws from a much broader series of courses where the focus is learning how to employ the Mutual Gains Approach to Negotiation. The MGA, as it is known, is one of the world's most recognized and respected approaches to negotiation, developed and taught for the last thirty-five years to all students at Harvard's Law and Business Schools. While learners won't have the opportunity to practice the MGA within this course, they will learn how it can help achieve better outcomes in negotiations.

Developed in Partnership with



### Learners will:

- Analyze their current approach to negotiation, comparing it to the Mutual Gains Approach
- Discuss negotiation best practices in their organizations
- Improve negotiation preparation and implementation

### Authors



**Lawrence Susskind**

Professor, Massachusetts Institute of Technology and Founder and Co-Founder of the Program on Negotiation at Harvard Law School



**Hal Movius**

Founder & President, Movius Consulting and Visiting Executive Lecturer, Darden Graduate School of Business, University of Virginia

### Course Outline

**DAY 1**

**Introduction to Interest-Based Negotiations**

- An Introduction to Interest-based Negotiations
- Negotiating on Principles and Interest
- What Is Negotiation?

**DAY 2**

**The Mutual Gains Approach to Negotiation**

- An Introduction to the Mutual Gains Approach
- The Negotiator's Dilemma and Success Criteria
- MGA Phase 1: Preparing to Negotiate

**DAY 3**

**Creating Value in Negotiations**

- Creating Value In Negotiations
- MGA Phase 2: Creating Value
- Value Creation Checklist

**DAY 4**

**Distributing Value and Follow Through**

- MGA Phase 3 – Distributing Value
- Your Negotiation Style
- MGA Phase 4 – Follow Through
- What Will You Do Going Forward?

**DAY 5**

**Interactive Capstone**

Cohort members, faculty and a moderator synthesize learnings from the week and develop insights for next steps.