



**Negotiating for Your Life
New Success Strategies for Women**

Book report by Frumi Rachel Barr, MBA, PhD

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Publisher: Henry Holt & Company, Inc.

Copyright year: 1993

Library of Congress or ISBN: 0-8050-1383-0

Author bio and credits: Nicole Schapiro, an industrial psychologist, founded her own training and consulting firm in 1972. She is a speaker, consultant, and trainer to thousands of women and men around the country and abroad on negotiating skills, diversity, men and women working together, and building effective teams.

Author's main point (what will you remember about this book?)

The author leads the reader through a discovery of oneself as a negotiator and of how to relate to negotiating partners and carry out effective negotiations in business and in life.

A few supporting ideas (ideas which support the main point):

- We always have a choice in our own attitudes. So when negotiating any inner problem or outer conflict into a satisfactory solution, always remember: Choose Choice.
- The following may seem like nonnegotiable facets of our lives, but we can negotiate a better attitude with ourselves: age, gender, parentage and family, physical handicaps and illness.
- Following each negotiation think about: What worked well, why did it work? What didn't work? To achieve what I want in the future, I must... In order to get, I should remember...
- To prepare to negotiate for your life
 - Be willing to take the appropriate risk
 - Recognize negotiating opportunities in your daily life
 - Respect the negotiating rhythm of others
 - Accept the fact that almost everything is negotiable and be conscious of the price.
- Women in general do seem to place a high value on interpersonal communication that moves toward community and away from competitiveness. Associated with their negotiating style as well are honest emotionality, compassion or empathy, and cooperation. In contrast, men in negotiating situations are competitors who seek to win. They veer away from personal feelings. Cooperation with others is not regarded as a goal but as a temporary means of achieving the goal – which is winning of course.

- Although both sides may agree on a goal at the outset, each negotiating partner may have a radically different plan for how to do this. The fact that they both agree on the goal itself will make negotiating easier.
- Partnership negotiation is a process with each party willing to learn from the other and shift a solution to a mutually desired common goal
- Never lose sight of your competition – figure competitors into your strategy.
- To design and strategize an upcoming negotiation, you’ll need as much information as possible about the other side.
- An important component in becoming a conscious, competent negotiator is reacquainting yourself with your hot and cold buttons.
- Start with people “where they are at”. Realize that you cannot change people’s minds, but you might influence them to change their own minds about the negotiation which is taking place.

Reviewer’s recommendation: Good exercises on how to prepare for, conduct and evaluate the success of a negotiation.

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About the reviewer: Frumi Rachel Barr, MBA, PhD

Many CEO's find themselves asking “What now?” to sensitive situations that only an experienced former CEO can understand. Frumi is brought in to solve problems and often remains to work with you, as your confidante and secret weapon. She has an uncanny knack of getting to the heart of your corporate climate and maximizing your team’s performance, profitability and sustainability.

To schedule a free *Break From the Pack to Success* consultation email ceoconfidante@frumi.com or call 949-729-1577