

Using BATNA

What is BATNA?

BATNA = Best Alternative to Negotiated Agreement

Why does it matter?

- measure all proposed agreements against this standard
- more options = more power
- less pressure in negotiation if you have a good BATNA

Identify your interests.

This is not your ideal outcome (boss agrees to let you work remotely), but the motivations which lay behind it (flexibility, more time with family, fewer travel expenses).

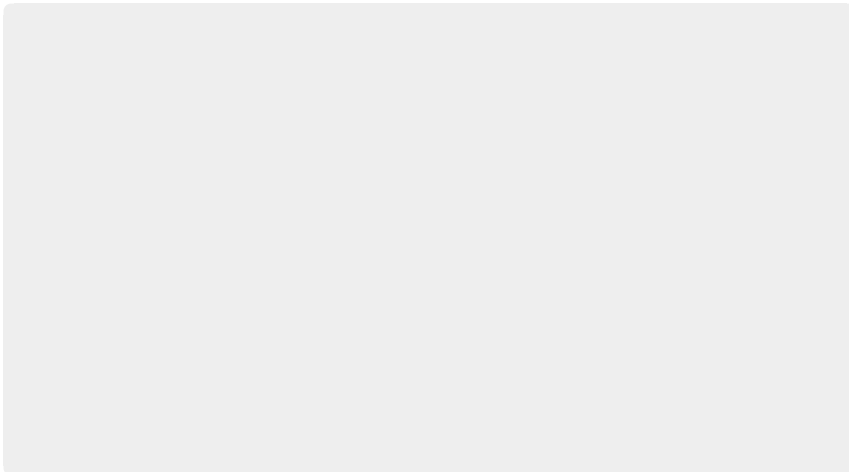
Determining your BATNA

Step 1: Brainstorm some alternative ways to meet these interests.

Examples

- find a new job
- renovate/extend house instead of selling
- litigation
- use a different supplier
- go into business for yourself

Step 2: Choose some promising options and strengthen them.

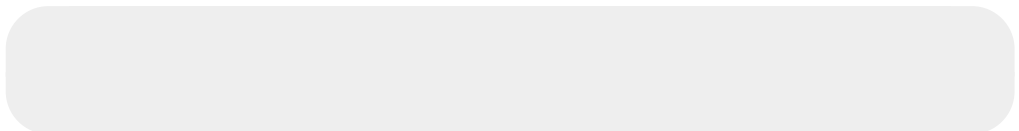


Examples

- secure another job offer
- get quotes from renovators
- enlist lawyer
- find supplier with better terms

Step 3: Decide (tentatively) on your best option.

My BATNA:



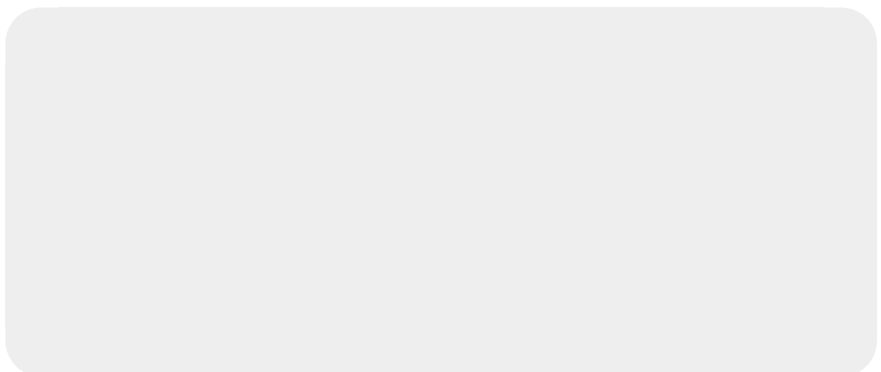
Should you negotiate?

Before continuing, consider whether your BATNA is actually a better option than negotiation. If so, don't negotiate.

Your opponent's BATNA

What are the other party's interests and possible alternatives?

Do research (website, business plan, industry knowledge, competitors, etc) and ask questions during negotiation.



How could you weaken their alternatives?

