

Common Mistakes in Negotiation

1. Neglecting the Other Side's Problem
2. Letting Price Bulldoze Other Interests
instead of considering that:
 - * people care perhaps even more about fairness, reputation, self-image, etc.
 - * the quality of the working relationship, the deal-making process, the spirit in which a deal is made and the interests of third-parties are important too
3. Letting Positions Drive Out Interests
4. Searching Too Hard for Common Ground
(i.e. neglecting the value of differences)
5. Neglecting BATNAs
(BATNA: Best Alternative To a Negotiated Agreement)
6. Failing to Correct for Skewed Vision
 - * Biased assimilation of information
 - * Partisan perceptions

Source: James K. Sebenius, *Six Habits of Merely Effective Negotiators*, Harvard Business Review, April 2001