

Integrative vs. Competitive Negotiators

Usual pattern

1. Rights or power arguments
2. Rights or power counter-arguments
3. Escalation

Breaking the spiral of reciprocity

„Our research shows that refusing to reciprocate rights or power communications may be effective in refocusing the negotiation. (...)

In our study, there were 499 instances in which a negotiator made a rights or power statement. (...)

When the other negotiator did not reciprocate, the focal negotiator stayed with rights or power 22% of the time (*and hence was refocused 77% of the time*)“

Label the process

„We found that process-labeling statements were (...) quite effective when they were used, refocusing the other negotiator 82% of the time“

Source: Anne L. Lytle, Jeanne M. Brett, Debra L. Shapiro, *The Strategic Use of Interests, Rights, and Power to Resolve Disputes*, Negotiation Journal, Vol. 15, Nr. 1, January 1999