

Goodman
School of Business

Goodman
Group

Brock University



@GSBGoodmanGroup



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GSB Goodman Group

Welcome to Business Breathers

**Reframing Negotiation:
How to get better outcomes through
the Art of Feminine Negotiation**

Cindy Watson
Women On Purpose

Taking businesses, careers and ideas to the next level







- Key = Negotiation Skills



All of life is a negotiation!

Are you a Master Negotiator?

Do you believe toughness carries the day?



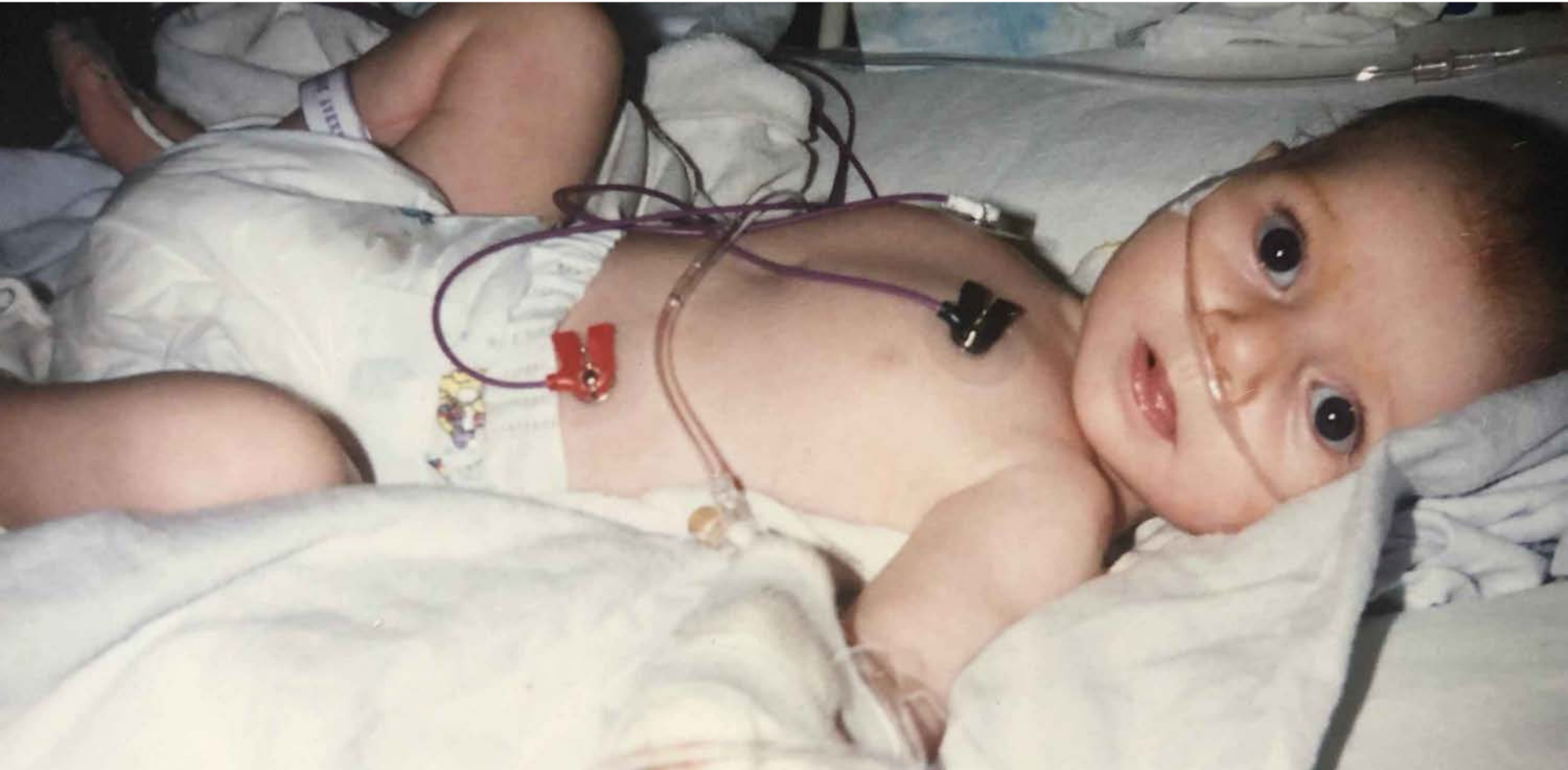


We all have both
masculine and
feminine energy

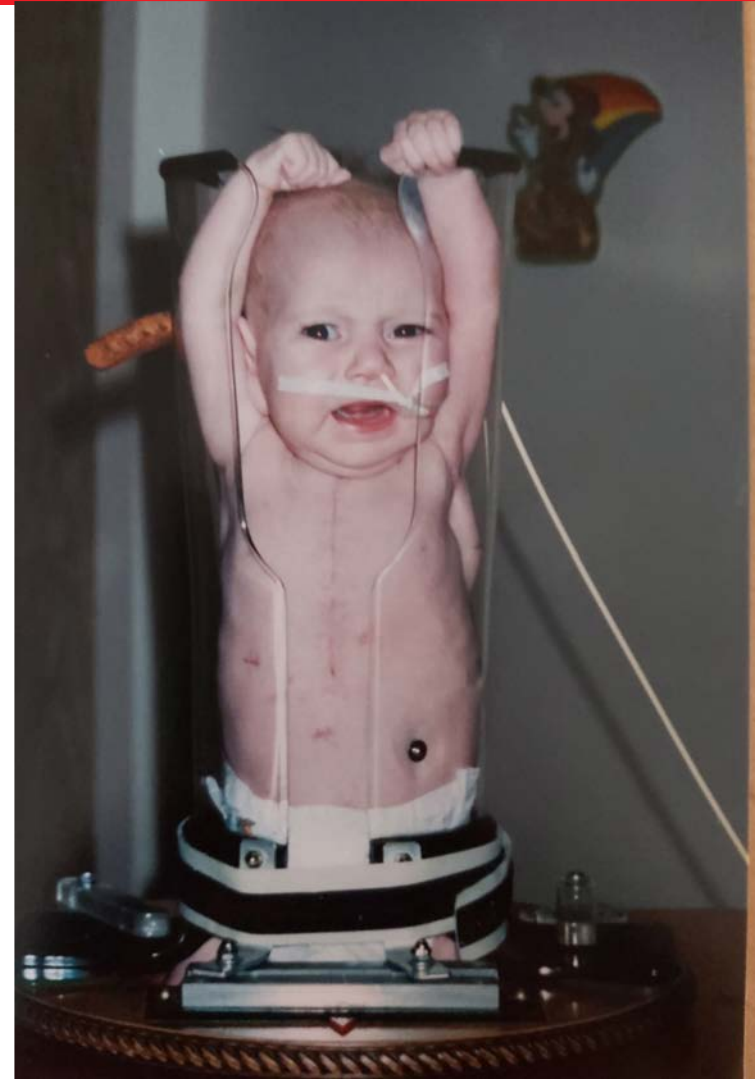
Unconscious gender bias

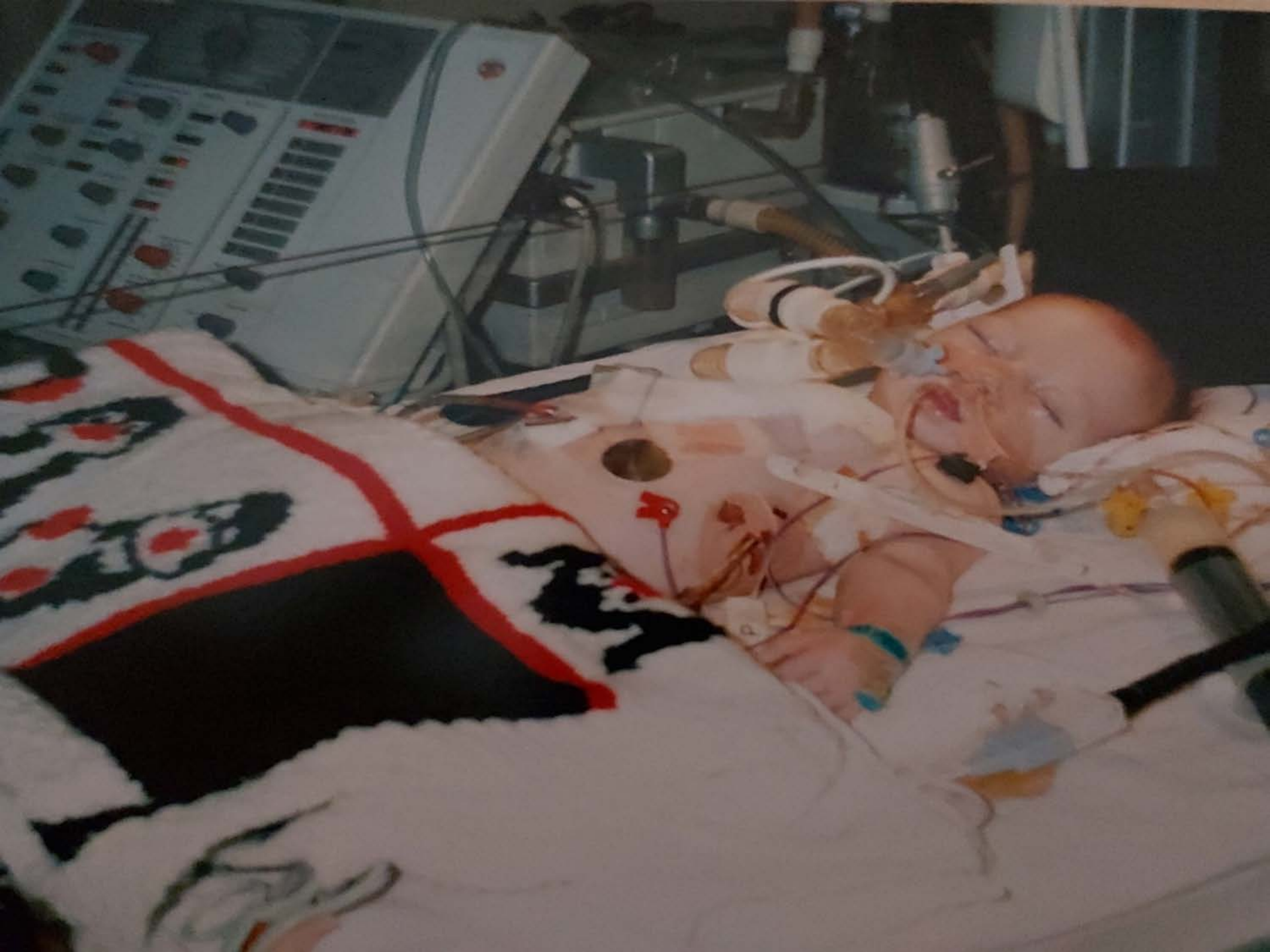






Cue Mama Bear





WHAT YOU SAY
IS OFTEN NOT AS IMPORTANT
AS YOUR BODY LANGUAGE

SIDE TIP



On Our Way Home







- Key = Negotiation Skills



I WAS IN
MOMMA BEAR
MODE -
NOT A PLACE
OF MASCULINE
ENERGY

A.R.E. F.I.T

- Assertiveness
- Rapport-building
- Empathy
- Flexibility
- Intuition
- Trust

ASSERTIVENESS

Get assertive with yourself.

Assertive does not equal aggressive.

Assertive comes from confidence.

Preparation (i.e. 5 W's)

Ask, Ask, Ask!

Hold your ground ... calmly but firmly

RAPPORT-BUILDING

Art to rapport building

Get the best possible results



EMPATHY

An abstract graphic featuring flowing, wavy lines in shades of blue and white. The lines originate from the left side and curve towards the right, creating a sense of movement and fluidity. The background is a solid light blue.

FLEXIBILITY

INTUITION



TRUST

Important to build
trust with others

Important to trust
yourself

Going ahead in the
face of your fear

**WHAT DOES THIS HAVE
TO DO WITH ME?**

A.R.E. F.I.T Model

- Assertiveness
- Rapport-building
- Empathy
- Flexibility
- Intuition
- Trust

IMAGINE A WORLD ...



YOU ARE ON YOUR
WAY TO GET WHAT
YOU WANT FROM
THE BOARDROOM TO
THE BEDROOM

YOU ARE FIT TO BE A MASTER NEGOTIATOR



WOMEN on PURPOSE



www.womenonpurpose.ca

The Power of Teamwork

Program Details:

- Online Instructor-Led
- August 18 & 19 (3:00 p.m. to 6:30 p.m.)
- Price: \$1,495 + HST
- Register: brocku.ca/goodman-group

Questions?

- Contact prodev@brocku.ca



Taking businesses, careers and ideas to the next level

Thank you for joining us.

Join us on July 14 for a panel discussion on
“Evidence Based Decision Making” with
faculty members from the Goodman School
of Business

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