

Mutual Gains Approach to Negotiation

The mutual gains approach to negotiation is a framework for improving negotiation results. At the core of the mutual gains technique are five steps for negotiating better outcomes while protecting relationships and reputation. A central tenet of the approach is that a vast majority of negotiations in the real world involve parties who have more than one goal or concern in mind and more than one issue that can be addressed in the agreement they reach. The model allows participants to improve their chances of creating an agreement superior to existing alternatives.

The Mutual Gains approach relies on the following steps:

