



Never Split The difference:
Negotiating As If Your Life Depended On It
- Chris Voss

Renato Diniz



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Life is a series of negotiations you should be prepared for: Buying a car, picking a family travel, buying a home or deliberating with your partner. Everything is a negotiation.

CHRIS VOSS

Which one should you pick?



REASON

VS



EMOTION

1. Listen, listen and listen even more

- No matter how hard we try, we are not rational animals. We are **social animals**. And that leads to some pretty strange attitudes
- Negotiation begins with the simple premise that humans want to be accepted and understood
- Choosing to be an active listener is the simplest, yet most effective attitude we can make to negotiate

The unknown unknowns

KNOWN

Things we are aware of and understand

Things we are aware of but don't understand

UNKNOWN

Things we understand but aren't aware of

Things we are neither aware of nor understand

KNOWNNS

UNKNOWNNS

2. Tactical empathy

- Emotions and emotional intelligence should be central to effective negotiation, not things to be overcome
- Acknowledging someone's emotions is a step forward in making someone feel heard
- Labeling our emotions is powerful, because most of us didn't were taught to

3. Power sentences



THAT'S RIGHT



YOU ARE RIGHT



**YOU ARE
AWESOME**

The win/win
idea:

The end goal is
not to "win", is
to make the
other person
feel heard.

1.

WIN/LOSE

2.

LOSE/WIN

3.

LOSE/LOSE

4.

WIN/WIN

THANK YOU

