

## Notes for nexus@noon on March 17, 2020

Never Split the Difference | Chapters 1-2: **The New Rules and Be a Mirror**

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### **The New Rules (Chapter 1):**

- Life is a negotiation.
- Negotiation: communication with results
- Centerpiece of this book is learning how to use TACTICAL EMPATHY – which address our two primal urges (the need to feel safe and secure, the need to feel in control)
- You don't need to like it; recognize it's how the world works.
- You get what you ask for, so you must learn how to ask correctly.
- This process works because it was designed in and for the real world.

### **Active Listening Techniques (Chapter 2):**

- Good negotiators know they have to be ready for possible surprises; great negotiators aim to use their skills to reveal the surprise they are CERTAIN exist.
- **Assumptions Blind, Hypotheses Guide**
- Start with several possible reasons and use listening techniques to get to the real issue.
- Barriers to active listening
  - We are easily distracted
  - We engage in selective listening, only hearing what we want to hear or what aligns with we perceive to be true
  - We are easily overwhelmed. Research indicates we can only process about seven pieces of information at any given moment.
  - To combat this, in the early stages of the conversation, make your SOLE FOCUS the other person and what they have to say.
  - This will disarm your counterpart, it will make them feel safe and the voices in their head will begin to calm down.
  - **THE GOAL: To identify what your counterpart ACTUALLY needs (monetarily, emotionally or otherwise) and get them comfortable talking.**
- Slow. It. Down.
  - Going too fast can make people feel as though they are not heard and thereby undermining the trust and rapport we've worked to establish.
  - Slowing it down also calms things down.
  - Put a smile on your face. It leads to mental agility.

- **Communication Tools & Tactics = Your Voice**
  - Your voice (most powerful) and three voice tones to choose from
    - Positive/Playful voice (recommended most of the time)
    - Direct/assertive voice (use rarely)
    - Late-Night FM DJ voice (deep, soft, slow and reassuring with downward inflection to indicate you're in control)
  - Mirroring (tactic)
    - Essentially imitation
    - Repeating the last three words (or most critical words) of what someone has just said.
    - Deliver with an inquisitive tone. Seek to understand.
    - This will trigger your counterpart to elaborate on what was just said. Continuing the conversation and process of building rapport.
    - **WORKPLACE EXAMPLE:** page 45

**KEY TAKEAWAY: How to Confront without Confrontation.**

1. Use the late-night FM DJ voice.
2. Start with "I'm sorry..."
3. Mirror.
4. Silence. At least four seconds, to let the mirror work its magic on your counterpart.
5. Repeat.

**KEY ACTION ITEMS:** Practice the mirror technique.

**Next Time – Two more tactics: Labeling and Mastering No | April 21 @ noon**