

Notes for nexus@noon on March 17, 2020

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

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