

***Presentation skills* are the abilities one needs in order to deliver compelling, engaging, informative, transformative, educational, enlightening, and/or instructive presentations. Central to effective presentation skills are public speaking, tone of voice, body language, creativity, and delivery.**

Main Types of Presentations-

1. Persuasive Presentations

Persuasive presentations are those given to arouse the audience to make the decision which the presenter hopes for. An example might be a startup founder delivering a presentation to an angel in the hopes of getting investment or a salesperson pitching a product to customers.

2. Instructional Presentations

Instructional presentations are those given to guide the audience on a new policy, law, etc. For example, an HR manager might hold an onboarding presentation to instruct new employees on the rules of the company.

3. Informative Presentations

Informative presentations give information about a new procedure, benefit, etc. One example might be a company HR presentation where the manager gives information about the new bonus requirements.

4. Inspirational Presentations

Inspirational presentations are similar to persuasive presentations, but here the speaker aims to boost morale or increase brand pride, for example. Another example would be the rousing conclusion of a TED Talk speaker as they wrap up their speech.

Tips for implementing effective elements into your presentation

Here are some tips to consider when attempting to deliver effective presentations:

- **Determine your audience's needs:** It's important to determine who your audience is prior to your presentation so you can tailor your information around their interests and desires. This fosters a more engaging and effective atmosphere.
- **Learn from experience:** Consider reflecting upon each of your presentations, noting the most effective elements you used and why they worked. This allows you to streamline your preparation for future presentations.

- **Be creative:** While some presentations are effective in a lecture format, it's also important to consider elements that engage your audience and make your presentation more memorable. Consider encouraging audience participation or using unique graphic design elements, for example.
- **Attend other presentations:** Watching and learning from other presentations allows you to experience each one's unique elements and determine which ones work with particular audiences.

12 elements of a successful presentation

Here are 12 elements of a successful presentation that you may consider when creating your own:

1. Thorough preparation

One important element of a successful presentation is thorough preparation and ensuring that you tailor your presentation toward your audience and its needs. A presentation for a group of financial executives, for example, is likely to differ from one for a community environmental group. Research and preparation can help you create a presentation that appeals to the right audience. Also, if you're pitching a product or service, it's important to study your product and its competitors, which allows you to display expertise on your topic.

2. Rehearsal material

Rehearsing your material is an important step for any presentation and has several benefits:

- Allows you to eliminate unnecessary information that may distract your audience
- Uncovers issues with your content or equipment before presenting in front of others
- Reduces stress
- Increases confidence

Consider practicing your presentation in front of a mirror, recording yourself with a video camera or voice recorder or asking friends or family members to listen. This allows you to receive immediate feedback and eliminate unnecessary information. If possible, practice your presentation with the equipment you plan on using in front of your audience to familiarize yourself with the technology you want to use.

3. An effective hook

An engaging start to your presentation helps you quickly build rapport and connect with your audience's emotions. A hook to begin your presentation may include a surprising statistic or fact, interesting quotation, relevant question, joke or story. Whatever hook you choose, it's important to ensure that it clearly connects to your content.

4. Clear objective and agenda

A clear objective and agenda help you effectively outline your presentation and avoid any unnecessary information. Some presenters may choose to share their objective and agenda with their audience, which allows them to easily follow a presentation's narrative arc and understand how each section relates to the main topic. Consider determining your objective and agenda early in your preparation process.

5. Story-like structure

Most effective presentations have a clear beginning, middle and end. It's important to maintain a simple structure in your presentation but vary the technical language of your information according to your audience. Tailoring statistics, stories and product demonstrations to the experience level of your audience allows your information to remain understandable and relevant.

6. Audience engagement

Whenever possible, it's important to involve your audience members in your presentation. Here are a few of the most common audience engagement strategies for a presentation:

- **Use audience polls:** Whether you are presenting online or in person, a poll is a great way to determine audience interest and receive feedback on your topic.
- **Ask direct questions:** Asking direct questions helps build rapport with your audience and naturally builds interest in your subject matter.
- **Make eye contact:** Direct eye contact creates a bond between you and your audience. This also fosters a more conversational format that an audience might appreciate.
- **Interactive activities:** Activities, such as trivia or other team-based games, allow audience members to use your information to solve problems and collaborate. This can create a fun environment that makes your presentation memorable.

7. Effective delivery

An effective presentation delivery can keep your audience engaged. Some effective delivery techniques you can practice include:

- **Slowing down:** Consider speaking more slowly or adding pauses into your presentation if your material is new to an audience. This technique allows an audience to absorb and understand the information you present without getting overwhelmed.
- **Avoiding monotone:** Another effective presentation technique is varying the pitch and volume of your voice to emphasize keywords and main ideas.
- **Pacing yourself:** It's important to maintain a proper pace when presenting to avoid either overwhelming your audience with a fast pace or boring your audience with a slow pace. Practicing in front of others prior to your presentation can help ensure proper pacing.
- **Using positive language:** Positive language and phrasing can help maintain audience engagement and participation. This also helps to create a more enjoyable atmosphere for an audience.
- **Simplifying your material:** A presentation that is straightforward, focused and avoids using complicated sentences or excessive statistics helps keep your audience engaged.
- **Adding humor:** A humorous story, comment or joke can help foster a positive mood and relax your audience.
- **Using notes, not scripts:** Reading from a script may feel impersonal, so simple notes are a great way to maintain pacing and focus throughout your presentation.

8. Multimedia tools

Slideshows or video presentations can be effective formats that maintain audience engagement, but it's important to follow certain tips to optimize your presentation. Here are some tips you can follow to create effective slideshows or videos:

- Write short, simple lines of text rather than large paragraphs.
- Include large text font that's easy to read for all members of an audience.
- Use visual aids, such as pictures, whenever relevant to your topic.
- Incorporate animation sparingly, as it may distract from your presentation if used too much.
- Allocate a certain amount of time for each slide you present so your audience has time to read each one.

9. Contact information

Consider including your contact information, such as your phone number or email address, at the end of your presentation so audience members can request further information or ask questions after your presentation's conclusion. Prominently displaying your contact information is especially important when you're presenting at a conference or other professional event, as you can develop professional networks from these types of events.

10. Call to action

A clear call to action can help an audience engage with your presentation even after it ends. Effective calls to action often motivate your audience to act upon the information you presented or invite your audience into the next step of the process. Common calls to action include inviting audience members to buy a product, subscribe to a newsletter, learn more about a topic or join a group.

11. Comfortable setting

If you are conducting an in-person event, ensure that your presentation space has comfortable seating for your audience. When your audience is comfortable, they can focus on you and your material. If you're presenting in an unfamiliar place, consider requesting to see the presentation space beforehand and brainstorming ways to optimize its layout.

12. Question-and-answer session

A question-and-answer session with your audience can occur repeatedly throughout your presentation or as a separate session at the end of your presentation. Whichever method you choose, consider following these tips to optimize your question-and-answer session:

- Inform your audience about the time in which they can ask questions at the beginning of your presentation.
- Repeat questions for the benefit of all audience members.
- Involve the audience by asking for their opinions on certain questions.
- Spend time prior to your presentation preparing answers to commonly asked questions.
- Remain updated on current issues related to your topic.

Designing and Delivering PowerPoint Presentations



PowerPoint presentations are a great way to support a speech, visualize complicated concepts or focus an audience's attention. However, a bad presentation can achieve the opposite. Poorly designed slides with too much text or distracting graphics can lead the audience away from your message. Consider these tips to avoid common mistakes:

1. Create a simple design template

Use the slide master feature or a provided template to create consistency in your design. The method of content presentation (list, image, text) depends on the content, but consistency with other elements such as font, colors, background, throughout the presentation is essential. Establish consistent contrasting colors (dark/light) for text and background.

2. Use appropriate font and size

Choose your font and size carefully. Use sans serif fonts (such as Arial Rounded MT Bold) and 32 point font size for text. Anything smaller is difficult to read. Avoid all caps. Use color to highlight. Limit punctuation. Follow the 6x6 rule: No more than 6 lines of text per slide and no more than 6 words in each line of text.

3. Use good quality images

Images should reinforce and complement your message. They should be impactful, not space-fillers. Empty space on the slide will actually enhance readability. Don't clutter the slide with images unless they add value. Also, test your images to make sure they retain quality when projected on a larger screen. Clip art generally lacks emphasis. If you are willing to purchase quality images to enhance your presentation, try corbis.com.

4. Avoid too many special effects

These features seem impressive at first, but they tend to distract from your message and get old quickly. Transitions, text fly-ins, animations and sounds may reduce the professionalism you desire to portray. Special effects are similar to graphics, they should impact the presentation not detract from the presentation.

5. Limit the number of slides

Limit the number of slides according to the time you have available for the presentation. Flipping to the next slide constantly and rushing through the presentation not only distracts the audience, but typically does not get your message across. A good rule of thumb is one slide per minute.

6. Learn to navigate your presentation in a non-linear fashion

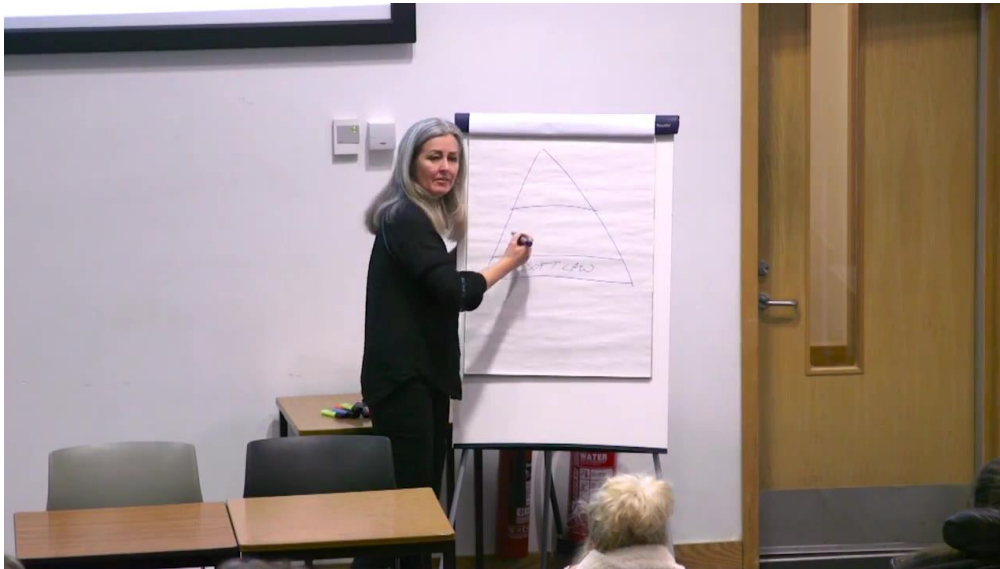
PowerPoint allows the presenter to move forward and backwards without paging through interim slides. Practice moving forward and backward within your presentation. Your audience may want to see a previous slide or you may want to skip ahead to something of immediate relevance. Know these shortcuts:

- **N, ENTER, PAGE DOWN, RIGHT ARROW, DOWN ARROW, or the SPACEBAR (or click the mouse) Advance to the next slide**
- **P, PAGE UP, LEFT ARROW, UP ARROW, or BACKSPACE Return to the previous slide**
- **<number>+ENTER Go to slide <number>**
- **B or PERIOD Display a black screen, or return to the slide show from a black screen**
- **W or COMMA Display a white screen, or return to the slide show from a white screen**
- **S or PLUS SIGN Stop or restart an automatic slide show**
- **ESC, CTRL+BREAK, or HYPHEN End a slide show**

7. Do not read from your slides or speak to them

Don't face the screen and read your slides. The bulleted information on your slides should be supplementary to what you are saying. Use the slides to trigger your comments or to pace yourself, but do not read them. The audience can read. Remember that your slides are only there to support, not to replace your talk! You'll want to tell a story, describe your data or explain circumstances, and only provide keywords through your slides. If you read your slides, the audience will get bored, stop listening and not get your message.

Advanced Visual Aids for Presentation



- 1. PowerPoint Presentations-** PowerPoint offers hundreds of font, audio and image options for its users. The first thing presenters should understand is that just because there are 350 font options does not mean you should use them. Always use either light font over a dark background or dark font over a light background. Avoid red font and green backgrounds or fonts and backgrounds that are close on the color wheel as they will be difficult to read. Follow the rule of 8. The rule of 8 states that you should be able to read your presentation while standing 8 feet away from the standard computer screen. If the font is too small to read from this distance, it will be too small to read in your presentation. Include a maximum of five points per page.
- 2. Flip Charts-** Flip Charts are not only inexpensive but they can also be used for ideas and brainstorming within the context of the meeting. Use dark markers to write on a flip chart and make sure you have plenty of paper on the flip chart pad. Some flip charts now have adhesive on the back of each page so the presenter when finished, can stick the page to a corresponding wall that the audience can see. This feature prevents having to flip back and forth from page to page wasting valuable time and allows for writing a free flow of ideas with ease.
- 3. Posters-** Posters are prepared much in advance of a presentation. The simplest posters can be made from poster board with graphics and text added with glue or tape. More advanced posters can be made using PowerPoint and then printed and laminated for a more professional look. Change the size of your PowerPoint slide to a good poster size, such as 2-by-3 feet , and decrease the view percentage on your computer screen to around 25 percent, or the smallest view that still allows you to see each element clearly. PowerPoint hints also apply to poster design. Avoid designing posters that are too busy or have too much text. A poster should have an eye-catching visual that tells the story without viewers having to read paragraphs of accompanying text.
- 4. Overhead projector slides/transparencies**
Overhead projector slides/transparencies are displayed on the overhead projector (OHP) – a very useful tool found in most lecture and seminar rooms. The OHP projects and enlarges your slides onto a screen or wall without requiring the lights to be dimmed.
- 5. White or blackboard**
White or blackboards can be very useful to help explain the sequence of ideas or routines, particularly in the sciences. Use them to clarify your title or to record your key points as you introduce your presentation (this will give you a fixed list to help you recap as you go along). Rather than expecting the audience to follow

your spoken description of an experiment or process, write each stage on the board, including any complex terminology or precise references to help your audience take accurate notes.

6. Paper handouts

Handouts are incredibly useful. Use a handout if your information is too detailed to fit on a slide or if you want your audience to have a full record of your findings. Consider the merits of passing around your handouts at the beginning, middle, and end of a presentation.

7. Artifacts or props

Sometimes it can be very useful to use artifacts or props when making a presentation. If you bring an artifact with you, make sure that the object can be seen and be prepared to pass it around a small group or move to different areas of a large room to help your audience view it in detail.

Negotiation Skills



Negotiation is a dialogue between two parties to resolve conflicts or issues so that both parties find the solution acceptable. Usually, it is a compromise involving give and take. Negotiation results when each party compromises to resolve a conflict for everyone's benefits. In the workplace, negotiations may take place between managers, departments, colleagues or between a team member and a manager. Even before you join the workplace, you may negotiate the job offer with the interviewer or HR manager.

What are negotiation skills?

Negotiation skills are inherent qualities that help two or more parties agree to a common logical solution. In the workplace, you may have to display your negotiating skills in various situations such as:

- Negotiating a salary hike with the HR manager after promotion
- Negotiating a project deadline with your team lead or manager
- Negotiating few days off for a family holiday with your manager
- Negotiating contract terms with a potential customer

Lack of negotiation skills affects the business bottom line and could ruin customer relationship. Negotiation skills are soft skills and essential to become a negotiator and resolve workplace conflicts.

However, this skill set depends on the work environment, the parties involved and outcome desired. Often, when one party is ready for reaching a compromise, the other party may be resistant. This makes negotiation difficult and you are likely to encounter such situations in the workplace. That is why you need to master your negotiation skills.

Benefits of negotiation skills

Negotiation is a coveted leadership skill which helps businesses reach their business objective. Here are a few reasons negotiation skills are essential in the workplace:

- **Builds a relationship:** Despite the difference in opinion, negotiation skills help strike a solution and focus more on creating goodwill and value. This builds a long-term relationship.
- **Delivers excellent solutions:** Good negotiation skills ensure that solutions to the conflicts are not short-term. It focuses on creating long-lasting solutions because both parties make a concession only when the solution is satisfactory.
- **Avoids future conflicts:** As both parties agree to a common solution, the chances of future conflicts reduce to a great extent.
- **Create an environment of business success:** Good negotiation skills ensure the accomplishment of business goals, which creates an environment of business success. This also increases the chances of future business transaction.



EXAMPLES OF NEGOTIATION SKILLS

Here are a few examples of negotiation skills that can make you an excellent negotiator at the workplace:

1. Communication

Communication is the backbone of negotiation. The way you communicate decides the fate of the negotiation. It involves identifying the nonverbal cues, using the right words and expressing your thoughts in a compelling and engaging way. Without being verbose, you need to communicate the right message to the party. Often, negotiators are active listeners that help them understand the other party's message. A healthy conversation ensures a mutually beneficial deal and avoids misunderstanding that could prevent the parties from reaching a compromise.

2. Strategising

There may be instances where the other party disagree with the solution you provide. Good negotiators often come with one or more backup plans. Consider all solutions to the problem before entering a negotiation. For example, when negotiating your salary, the HR manager may refuse to increase your dearness allowance (DA). Instead of focusing on the DA, you could ask for better retirement or gratuity benefits.

3. Planning

Proper planning before the negotiation ensures you know the long-term consequences of the negotiation terms. Planning comes in handy during the negotiation process and ensures the successful execution of the decision.

4. Persuasion

Successful negotiators can influence other parties. Unless you possess the persuasion skills, it becomes difficult to justify how your solution will benefit both parties. Your persuasion skills decide whether the other party agrees to your solution.

5. Listening

Active listening is the key to a successful negotiation as it ensures that you listen to the other party and understand what they are trying to say. Also, with active listening, you do not miss out on crucial information, which builds trust and helps reach a consensus faster.

6. Problem-solving

Most negotiations occur to find a solution to an issue. With excellent problem-solving skills, you propose viable and intelligent solutions that are beneficial for both parties.

7. Emotional intelligence

The ability to control and manage your emotions and deal with the other party's emotions differentiates a successful negotiator from an unsuccessful one. People high on emotional intelligence (EI) can accurately perceive and express their emotion, recognise others' emotions and use these emotions to facilitate solutions.

TYPES OF NEGOTIATION STRATEGIES

The negotiation strategies or approaches to negotiation you use depends on your situation. Most workplace negotiation are "win-lose" or "win-win". Here are 4 types of negotiation strategies:

➤ Distributive negotiation

It is also sometimes called "hard bargaining" because both parties argue over a single conflict. Distributive negotiation is a win-lose strategy because each party considers that their loss would benefit the counterparty. For example, when purchasing a SaaS tool, you may not want to lower the price as it would cause financial loss, whereas your customer feels you are overcharging them for your product by not giving discounts.

➤ Integrative negotiation

It is also sometimes called "interest-based bargaining" because it asserts that both parties can gain something and create value by offering trade-offs. This is a win-win strategy because the negotiation creates mutual gains for both parties. For example, when purchasing a SaaS tool, you quote the price as ₹ 2,000 per month, but the customer is adamant about paying only ₹1,600 per month. Both you may negotiate ₹1,800 per month price. It is a win-win situation because both parties win ₹ 200 per month.

➤ **Negotiation with coworkers**

Your job may require working closely with different departments and without strong negotiation skills, it might be difficult for you to reach your goals. For example, when working as a software developer, a test automation engineer may flag a part of your code as a critical error. When you negotiate with the automation engineer, you both agree that the error is no longer valid because of the product's changed functionality. As a result, you develop a plan to ensure such instances do not happen again.

➤ **Negotiation with management**

One of the most challenging types of negotiation is with your manager or senior management. Often, you negotiate with such senior-level people for your job duties and salary benefits. This is a crucial workplace negotiation because your job satisfaction depends on it. Therefore, when negotiating about your salary and other perks, be clear and polite with what you expect.

TIPS TO IMPROVE YOUR NEGOTIATION SKILLS

As negotiations skills are paramount in every business, you need to hone these skills continually. Here are a few important tips to improve your negotiation skills:

✓ **Prepare for the negotiation**

Enter a negotiation only after you know what you want and how willing you are to compromise to resolve the conflict.

✓ **Be ready to compromise**

Without compromise, it is impossible to reach a common consensus that is beneficial for both parties. Leave your ego behind when negotiating at the workplace and be ready to compromise on best fit terms.

✓ **Set a timeline**

Without setting a timeline, a negotiation may go on for months or years. Setting a deadline or timeline motivates the parties to reach a compromise before the deadline.

✓ **Offer multiple solutions**

If a conflict is solvable in more than one way, it makes sense to present all the possible solutions at the beginning of a negotiation. This saves time and increases the probability of both parties choosing one solution of their preferred outcome.

✓ **Speak with confidence**

Negotiation is not about what you say; it is more about how you say. Therefore, it is imperative to speak confidently to make the other party believe that your solution is

beneficial. Lack of confidence and self-assurance could result in negotiation terms that are more beneficial for the other party.

✓ **Learn to accept failures**

Often, when both parties' requirements are a world apart, reaching a compromise becomes difficult. You may fail at negotiation but never take this failure personally. Instead, accept it and revisit the entire negotiation to understand ways to improve your efforts.

✓ **Work on your weakness**

Your planning, communication, persuasion, problem-solving and listening skills will always complement your negotiation skills. So, it becomes essential to sharpen these skills. If you lack the power of persuasion or find it difficult to listen to others, you should work on these weaknesses to improve your negotiation skills.

✓ **Practice negotiation**

One of the best ways to improve your negotiation skills is by practicing. Create a mock negotiation scenario and practice it with your family or friends. The more you practise, the better negotiator you will become.

The Five Stages of Negotiation

1. Prepare, Probe, and Propose

When starting any new project, including negotiation efforts, it is important to lay the foundation first. The preparation stage is composed of a variety of steps that are all geared toward helping you set the groundwork for your negotiation. In this stage, of course, preparation is key. Conflict can arise at any time, which means there is no allotted timeframe for you to prepare your negotiation techniques. Therefore, it is critical to start this first stage as soon as possible.

The prepare, probe and propose stage involves researching pertinent information as well as analyzing all the data you collect to determine its utility. It is important to understand the issue at hand as well as all the potential angles involved. A skilled negotiator understands that the ultimate goal of negotiation isn't necessarily to prove you are right; rather, it is about being informed and accurate. Research during the initial stage is important to understand what will occur when negotiating the conflict at hand.

Who is involved? Where did the conflict start? Why is this an issue for either party? These questions, along with several others, are important to consider during this stage. By probing the issue, you are digging deep to understand the roots of the issue. Once you understand the issue fully, you can start to propose solutions to resolve the conflict at hand. If all goes well, you'll be able to propose a solution that both parties can find beneficial.

2. Define Ground Rules and Exchange Information

In stage one, you haven't even officially met with the other side yet. You've done your research to build your case and have learned all you can about your opposition. In stage two, you will begin to communicate with your opposition, but there is still work to be done before any official negotiating can begin. In stage 2, your primary focus is to establish the terms of the negotiation as well as exchange information to improve the chances of a successful negotiation.

At this stage, you'll also focus on exploring the other side. This provides you an opportunity to test the assumptions you developed during your initial research. This is also the best opportunity to try and build a positive relationship heading into the negotiation. Even if you are coming to the negotiating table with vastly different views, a sense of common ground and understanding is beneficial. With effort, you can develop a better understanding of what the other side wants to accomplish and what potential solutions may mesh well with your own goals.

Building rapport and trust while discussing the ground rules of the negotiation can lead to a new level of comfortability. When you and your opposition are comfortable, you are generally more willing to communicate openly and express yourself freely. Thus, the goals of this stage are to gain some level of trust, build a common ground of honesty and credibility, and find some way to establish and build upon the relationship.

3. Clarification

Before diving into the true negotiations, it is important to be sure that both parties are on the same page regarding the negotiation process. In stage two, you took the time to understand the other side. You listened to their issue as well as what they hope to gain from the negotiating process. You also explained your stance, and what you hope to gain. Together, you should have established some ground rules to ensure that all relevant viewpoints and time are respected.

In stage three, you're essentially finalizing this process. Take the time to reflect on what you've learned and note any gaps or confusions that may be present. Stage three allows you the opportunity to seek any necessary clarifications from your opposition involving the issue itself, other parties with stake in the negotiations, the evidence provided, or even what may constitute a mutually agreeable outcome.

4. Bargaining and Problem Solving

Stage four is where true negotiation begins. You've taken the time to do your research and fully understand the issue at hand. You've met with the other side to understand their concerns and hopeful outcomes. You've also taken the time to seek any necessary clarifications. Now, it is time to advocate for your proposed solution and listen to the opposition's counterproposal.

In the bargaining stage, it is important to be aware of not only the verbal cues of your negotiation partner, but the non-verbal cues as well, including body language. This process can be delicate, and in difficult negotiations, you must sometimes move back a step to problem solve until all parties are comfortable. During the bargaining stage, each side will lay out their concerns as well as their perceived solutions. This process is all about the give and take, so it is beneficial to remember that the ultimate goal is to seek a mutual agreement.

5. **Conclude and Implement**

Bargaining can take time, but eventually the negotiations must come to an end. A solution must be reached, and it will ideally benefit both parties in some way. At this stage, it is important to make sure that all essential elements to officially establish the agreement are in place. Thus, clarity is key to ensuring that everyone is on the same page before implementation begins. This stage can involve signing contracts or legally enforcing any other terms laid out during the negotiation process. Follow-up is crucial, ensuring that implementation brings with it the desired effects for both parties.

SIX SUCCESSFUL STRATEGIES FOR NEGOTIATION



When doing business we don't have a choice as to whether or not we negotiate. The only choice we have is how well we negotiate. We all go through some sort of negotiation each day. We promote products, services, thoughts: supervisors use negotiating strategies and skills to motivate employees, set budgets and timelines, employees negotiate for promotions and raises, parents negotiate with their children to clean up and spouses negotiate each time they decide how to manage their time or finances.

Here are six important **negotiation strategies** that may be used in business or life in general, but pertain especially to the negotiating process:

1. The negotiating process is continual, not an individual event

Good negotiating outcomes are a result of good relationships and relationships must be developed over time. Because of that, good negotiators are constantly looking for opportunities to enhance the relationship and strengthen their position. In some cases, the result of the negotiation is determined even before the individuals meet for discussion.

2. Think positive

Many negotiators underestimate themselves because they don't perceive the power they have inside of themselves accurately. In most negotiating situations, you have more power than you think. You must believe that the other party needs what you bring to the table as much as you want the negotiation to be a success. Also, be sure that that positivity is visible during the negotiation. Be aware of the tone of your voice and non-verbal body language while interacting with the other party.

3. Prepare

Information is crucial for negotiation. Research the history, past problems or any sensitive points of the other party. The more knowledge you have about the situation of the other party, the better position you'll be in to negotiate. The most important part of preparation is Practice! The study of negotiation is like golf or karate. You have to practice to execute well.

4. Think about the best & worst outcome before the negotiations begin

Don't be upset if things don't go your way. In these instances, it's a good time to reevaluate all positions and return to the table. In most cases, as long as you know the highest and lowest expectations of each party a middle ground can usually be reached in the overlapping areas.

5. Be articulate & build value

This is key, and it's what separates the good negotiators from the masters. When you have a strong belief in what you're negotiating for, you will shine. Become a master at presenting your thoughts and ideas so that others see the value.

A tip on how to do that well:

- Be direct when presenting a situation. Be clear about what is expected. Discuss ways to apply how it can happen.
- Don't simply talk about what needs to happen. Discuss the consequences – how your solution will be beneficial to the other party.

6. Give & Take

When a person gives something up or concedes on part of a negotiation, always make sure to get something in return. Otherwise, you're conditioning the other party to ask for more while reducing your position and value. Maintaining a balance will establish that both parties are equal.