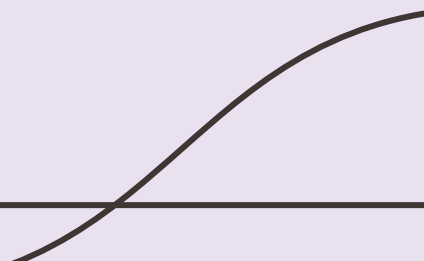


Conflict & Negotiation: It Goes Both Ways

By Heather Cook, FNP-C & Laura Iniguez, FNP-C

Yakima Neighborhood Health Services



Conflict & Negotiation

- Conflict Animals - how they connect, and lead to unique resolution styles
 - Owl
 - Fox
- Negotiation - the art of collaboration to seek mutual benefit with minimal loss
 - How we beat a world record

Conflict Styles

4 main types

- Shark
- Owl
- Fox
- Teddy Bear



Compromising Fox

- Remaining assertive
- Pairing rationale with empathy
- When NOT to compromise



"If I give you this, you give me that"

- Concern for goals and relationships
- Assertive for compromise
- Seeking a middle ground between extremes
- Attempts to let both sides gain something
- Willing to sacrifice some of their goals while persuading others to give up part of theirs

Advantages: Relationships are maintained and conflicts are removed

Disadvantages: Compromise may create less than ideal outcome; Can result in game-playing

Collaborating Owl

- Engaging in empathy
- Involving all stakeholders
- Building frustration tolerance



"I'm sure we can work together for a better solution"

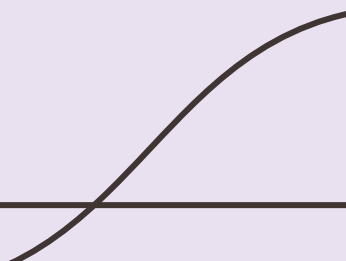
- Confronts problems
- View conflicts as problems to be solved
- Use conflict to improve relationships
- Identifies the conflict to approach solutions
- Finds solutions agreeable to all sides
- Values goals and relationships

Advantages: Both sides get what they want and negative feelings are eliminated

Disadvantages: Takes a great deal of time and effort

How do foxes and owls help lower A1C
in uncontrolled diabetics?

By convincing them to go to
pharmacy for tailored treatment
plans!



World-Record Holding Negotiation

- Introduction
- Direct Goals
- Hard Boundaries
- Ideal Outcome
- Wiggle Room
 - Consensus
 - Agreement

Negotiation for Cardiology Equipment

GETTING TO YES

PROMOTES "PRINCIPLED NEGOTIATION" WHERE:

 PARTICIPANTS WORK TOGETHER TO FIND A SOLUTION

 PARTIES BRAINSTORM IDEAS SO EACH GETS WHAT THEY WANT MOST &

 THE FOCUS IS ON THE UNDERLYING INTERESTS OF THE PARTIES

Introductions

Establish speaker roles,
background

Goals

What do we each need?

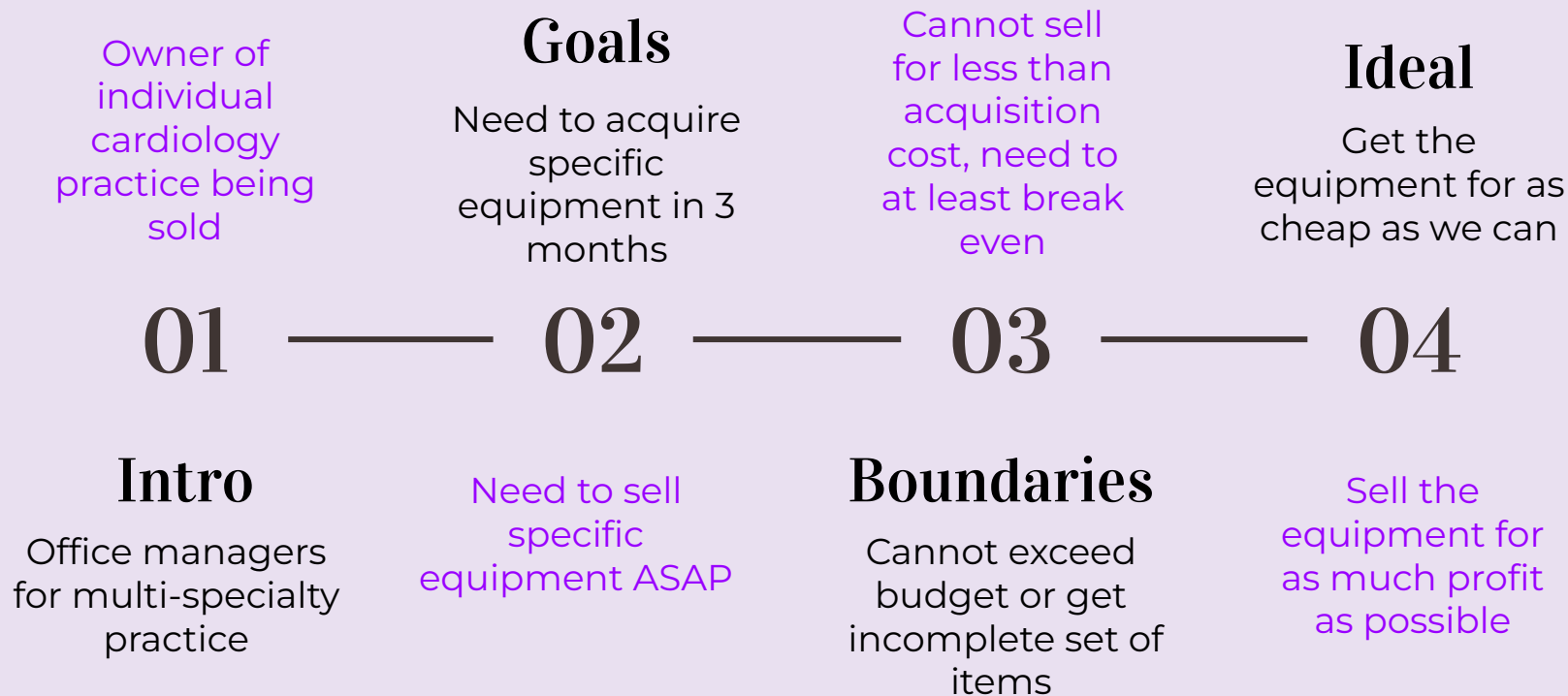
Boundaries

What will make me walk
away?

Ideals

What do we each want?

Negotiation from Both Sides



Meeting each other where you are at to seek mutual benefit and minimize loss

05

Wiggle Room

Pricing, transport &
storage of
equipment

**Could have factored in
labor, referrals, medical
student rotation**

06

Consensus

Acceptable to buy
the equipment in
bulk w/ storage
included

07

Agreement

Purchased
equipment for \$103k
(27k under budget!)

How does this help our diabetic patients?

Goals

“no more neuropathy”
“no more protein in my pee”

Boundaries

“no injections”
“no pills”

Ideal

Normal A1C
No more sx

Wiggle Room

A1C <7% or <8%
Symptom mgmt

Consensus

We will do x, y, z
to start for T2D
tx, will do referral

Agreement

Patient adheres
to agreed tx
plan, meets with
pharmacist

IN CONCLUSION : in less
than 6 minutes, we both got
what we wanted, at a
mutually beneficial price, and
would do business together
again!