

Negotiation to Win

Wednesday 3 September, 8.30-10.30am, TikTok Lounge, Studio City.

Negotiation is not just about price, it's about confidence, planning, and emotional intelligence. This session led by [Leanne Foy](#) explored practical techniques to prepare, create constructive conflict, and manage emotions to achieve better results. Whether negotiating fees, promotions, or client contracts, success lies in structure and self-control.

5 Key Points

1. Plan Relentlessly – Preparation is the foundation of effective negotiation. Define your walk-away position, anticipate likely reactions, and rehearse your responses.
2. Define Your Demands – Negotiations are about more than money. Identify your must-haves, wants, and nice-to-haves, and use lower-priority demands as leverage.
3. Create Constructive Conflict – Progress comes from tension. Open with your boldest demand to set the tone, then use compromise strategically.
4. Manage Emotions and Ego – Tone of voice, body language, and ego management matter as much as facts. Silence, reframing, and mirroring are powerful tools.
5. Summarise and Secure Agreement – Reinforce progress by summarising agreements clearly in the moment to avoid misunderstandings.

3 Takeaways

- Confidence comes from preparation: know your demands, your limits, and your counterpart.
- Conflict is healthy: it's the catalyst that moves a negotiation forward.
- Control the room with emotional intelligence: silence, tone, and empathy often achieve more than words.

2 Action Items

- Before your next negotiation, write down your red/amber/green demands and your absolute walk-away point.
- Practice the 10-second pause technique to build confidence and give space for stronger responses.

1 Memorable Quote

“Unless you create the conflict and have that negotiation, you're not moving forward.”