**Video Title:** Difference in Negotiation and Conflicts

**Video URL:** <https://www.youtube.com/watch?v=rSDntIn6ekE>

**Run Time:** 4:57

**Source:** Education Portal/YouTube

**Close Caption Available:** Yes

Cultural differences in negotiating style are approached on pages 88-91 of the textbook. The discussion of the influence of cultural values on negotiation style on pages 82-86 also contains information related to this video. The presenter, Robert Robles, covers key dimensions of cultural values and behavior that can influence negotiating with people from other cultures both within and outside your own country. The general premise is that culture influences how people negotiate and how they interpret the negotiation process.

Negotiations are framed as conversations aimed at reaching an agreement. Different cultures reach agreements in different ways, and one culture views negotiation differently than members of another culture. The areas of key differences, reflecting broad stereotypes, are described next. (We say broad stereotype because each dimension might indicate the negotiating stand of a small majority of its members.)

* Some cultures negotiate to build long-term relationships where members of other cultures on more focused on negotiating a one-shot deal.
* Members of some cultures are informal in their approach to negotiation whereas members of other cultures are quite formal.
* Members from some cultures tend to be quite direct in their communications, whereas members of other cultures are quite indirect. An example is that “yes” does not mean the same thing in all cultures, particularly while negotiating.
* Members from some cultures show their emotions freely during negotiation, in comparison to other cultures restrain themselves from displaying emotion.
* In some cultures, the group of negotiators makes the decision during negotiation in comparison to the cultures in which the leader makes the decision.

Robles advises us that negotiation is an art in all cultures. We often assume that the way most people negotiate in our own culture is the correct negotiating method. Knowing multicultural aspects makes you a stronger negotiator.

*Questions for Thought and Discussion*

1. Nice video, but how could you really use the information if you were involved in negotiations with people from another culture?

2. What is your perception of the American preference for building a long-term relationship; versus looking for a one-shot deal in negotiation?

3. Suppose you were going to negotiate a bid deal with a group from Mexico, and you were advised that Mexicans prefer to express emotion during negotiation. What might you do to display emotion to your counterparts?

4. Rambo, a negotiator from a large U.S. based multinational company claims, “I’m a tough, in-your-your-face negotiator. I always want to win.” Advise Rambo on how his approach to negotiation will work across cultures.

5. What does it mean to you that “negotiation is an art”?