

Achieving the optimum outcome between parties in important and complex negotiations can make the difference between a mutually positive, valuable and lengthy relationship on one hand, and an uncomfortable retaliatory relationship on the other.

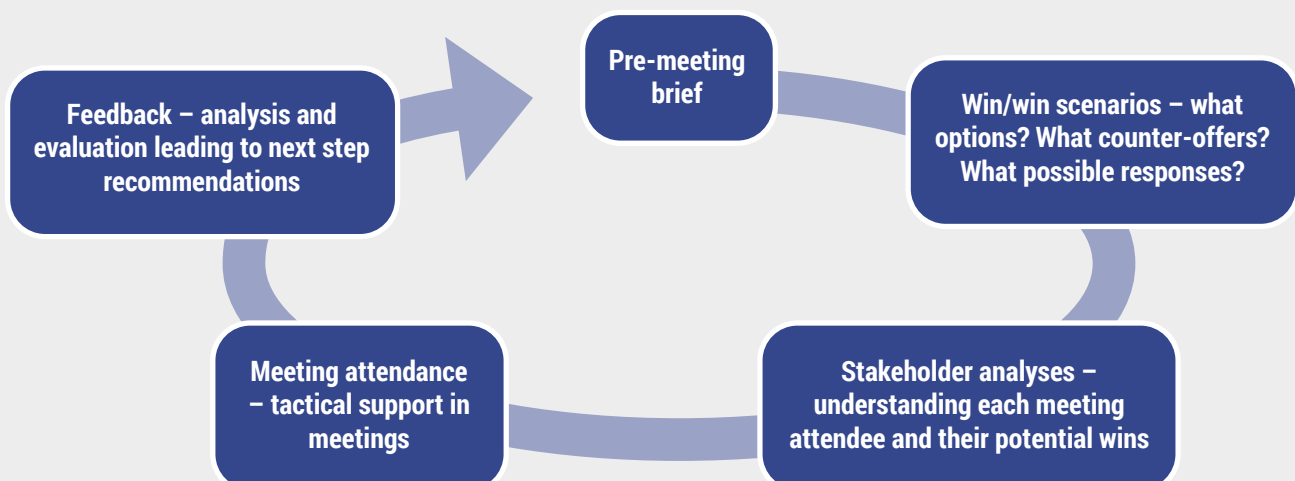
Too often tensions and complexities inhibit achieving the best agreement between everyone - unless you can get real insight and clarity on what the other party is really feeling beyond the words, understanding how a suggestion make them feel deep down.

Being able to identify and interpret those subliminal responses helps get to the optimum outcome - more quickly and with less adversity.

Benefits

- ✓ Helps achieve the best outcomes for all parties - key in enhancing lifetime value in complex ongoing service relationships
- ✓ Helping you understand your clients wants and needs, perhaps even better than they do themselves - and understand how they value your creativity and innovation
- ✓ Creating win/win opportunities to take the guesswork out of client/supplier meetings
- ✓ Save time, money and resources by moving to the next stage - or knowing to walk away.
- ✓ Help eliminate miscommunication, a major source of loss of value

Process flow



FAQ

How do I position having a facial analysis psychology consultant with the other party?

This is the most common question! It is essential to understand three things:

- The entire purpose of MIS is to help both parties get to a better outcome, one that supports a positive ongoing business relationship based on deep understanding. Applying MIS to support adversarial scenarios that result in win/lose outcomes does not achieve sustainable positive relationships
- My role is entirely focused on helping to support optimum outcomes based on inputting feedback on responses to suggestions: introducing me therefore based on what I am there to do is less distracting

than introducing me as a psychologist. Some introduce me as an adviser, or even a "deal optimiser", focused on helping shape best outcomes

- Using advisers and experts with different skills in complex negotiations is very usual. Having someone to help accelerate the path to an optimum outcome is positive and beneficial for all involved. If you ever feel somehow guilty, this may not be for you!

How do you provide feedback to help within the meeting?

I have worked with several scenarios and will look to operate in a way that works for you. Each has its advantages. The three standard modes are:

- Active participant in a meeting, asking questions, prompting validation, helping

tease out how people feel about an idea

- Passive participant in a meeting, observing and noting responses for a later de-brief
- Passive participant in a meeting, communicating observations privately (this is a more common request with virtual/video conference meetings)

Can you teach my team how to do this?

It is possible to teach someone, but it takes several years to get to the position where it can be done reliably in real time. I've been doing this for 20 years in thousands of situations. It would probably need a few years experience for someone to be able to apply it in real time: off-line analysis is easier and occasionally applicable in some scenarios

9% of meeting attendees are unhappy with the outcomes of the meetings they attend
(USA Today)

Make Meetings Matter...

Brand References

Premier Foods	Tesco
Co-op	Morrisons