

NEW NARRATIVE NEGOTIATOR Manifesto

In an interconnected world defined by complexity, interdependence, and accelerating change, the time has come to **reimagine negotiation**.

The old paradigms, rooted in zero-sum thinking and transactional approaches, no longer suffice. They fail to capture the profound opportunities negotiation holds as a tool for shaping sustainable agreements, fostering transformative relationships, and addressing the most pressing challenges of our time.

We, the New Narrative Negotiators, believe in the power of negotiation to go beyond the immediate to the systemic—to co-create value, partnerships, and solutions that endure. Negotiation is no longer merely a skill for the boardroom or the bargaining table; it is a lens through which we see and engage with the world. It is a craft that calls for empathy, creativity, courage, and vision.

This manifesto is our call to action: to redefine what it means to negotiate and to shift the narrative from one of confrontation to one of collaboration, from expedience to long-term impact. Together, we aim to build a global community dedicated to learning, sharing, and advancing this vision. Let us reshape negotiation as a generative force that empowers individuals, organizations, and societies to thrive in a complex and interdependent world.

This is our commitment.

This is our call to action.

We, the New Narrative Negotiators, step forward to reshape negotiation as a force for transformation—one that elevates individuals, organizations, and societies. Together, we harness the power of negotiation to build a world that thrives on collaboration, innovation, and sustainable success.

We change the world, one negotiation at the time

Negotiation is one of humanity's most powerful instruments for progress. The ecosystems of tomorrow—founded on collaboration, partnerships, and innovation—are forged through negotiation. No one can face the challenges of the future alone. We harness the transformative potential of negotiation to shape a more connected, resilient, and innovative world.

We rethink negotiations as a transformational craft

Negotiation is not a mere transaction; it surpasses dealmaking. It defines how we lead, collaborate, and shape results. True negotiation is not just about reaching an agreement; it is about redefining what is possible. To transform our negotiations is to transform our lives—our habits, our relationships, and our results—and ultimately, our world.

We embrace constructive conflict

Conflict is not the problem; the destructive ways we handle it are. The world does not need less conflict, but better ways to navigate it. We embrace conflict as a catalyst for growth, innovation, and deeper understanding. Rather than fueling polarization and power struggles, we use conflict to challenge assumptions, foster dialogue, and elevate collective outcomes.

We negotiate for alignment, connection, and shared meaning

Negotiation is not about winning an argument or pushing an agenda; it is about forging alignment and connection. The most impactful negotiators do not impose their will—they listen, understand, and build bridges. We listen to understand first, not to respond. We seek the other truth and work towards the synergy of shared vision.

We strive beyond win-lose, compromise, and even win-win

Negotiation is not a competition. Aiming to "win" limits our focus to comparison rather than possibility. We move beyond zero-sum games, beyond mere compromise, and even beyond win-win. We pursue Value X—the optimal creation of value for all involved. As opportunity finders and value creators, we uncover what lies hidden behind the challenges we face.

We own the moments of choice which define every negotiation

Negotiation is not about following scripts or relying on old playbooks for control. It is not a checklist. We view negotiation as a dynamic, unfolding multiverse, shaped by the choices we make. By grasping these critical moments, we move from passive observers to active shapers of history, turning each negotiation into an opportunity for impact.

We are changemakers, game changers, and cathedral thinkers

This is a defining moment in history. The world is evolving faster than our thinking. The true challenge is not just changing circumstances—it is shifting the skills and mindset needed to navigate them. We embrace a new negotiation narrative rooted in connection, value creation, and bold vision. As cathedral thinkers, we build for the future, shaping negotiations that create lasting impact.

This manifesto was initiated by NegotiationWize as part of our commitment to shaping the future of negotiation. While we take pride in pioneering this New Narrative Negotiator Manifesto, we invite individuals, organizations, and thought leaders to join us in advancing and evolving these principles. This is not just our vision—it is a shared movement for a more connected, value-driven, and transformative approach to negotiation.