



SCHRANNER
NEGOTIATION
INSTITUTE

THE INTERNATIONAL NEGOTIATION AUTHORITY



7 Principles for Women when Negotiating with Men

Matthias Schranner



1. Don't Negotiate with Yourself



2. Don't Overprepare



3. Send Power Signals



4. Let the Lions Roar



5. Put the Fish on the Table



6. Master Silence



7. The Firefighter Uniform

Take a Seat



Join us for
Peace
Negotiations

