



Angelika Schulz-Fuss, MBA, developed the IRRE®-model. It is an integration of professionally acquired negotiation skills and profound knowledge in systemic, neuro- and hypnosystemic models.

The IRRE®-model is practical, effective, and easy to understand and to apply.

The author studied in Canada with Glen Whyte, PhD, one of the most respected professional negotiators of North America and Professor of Organizational Behavior and Human Resource Management of Rotman School of Management (University of Toronto). Here she acquired professional negotiation based on the Harvard-model. She further expanded this knowledge in line with cutting-edge neuroscientific insights.

Angelika Schulz-Fuss is an expert in strategic negotiation, a management consultant, trainer, systemic coach, and senior scientific trainer and is currently working towards a Master of cognitive neuroscience (aon) qualification. She was a lecturer in strategic management at the Johannes Kepler University Linz for 16 years. Over the past two decades, she has conducted IRRE®-model trainings, among other subjects, in management, procurement, sales, and project management.

Your negotiation skills shape your life.

We are all negotiators: as CEO, strategic buyer, key account manager, project manager, mother and father.

Would you like

- to be able to negotiate **with each other** rather than **against each other**?
- to be able to **achieve ideal results** without jeopardizing relationships?
- to be a master of **eye-level-negotiations** even with challenging people who may use malicious tactics?
- to have the courage to negotiate even in situations that seem **hopeless** (stalemate situations, dependencies, monopolists, etc.)?
- to be skilled enough to develop **unique, stable added-value solutions**?

The IRRE®-model is your solution! Take the first steps towards your successful negotiations:

- Recognize and define your own goals by identifying your personal **ANIFs** – your **A**spirations, **N**eeds, **I**nterests and **F**ears.
- When the ANIFs of all parties are clear and mutually respected, the space in which to reach a solution is created. A **level playing field** founded on sincerity opens the way to **meaningful results on all sides**.
- **Honest information** and **the will to find a solution** is the essence of any stable outcome.
- A **creative negotiation process** of this kind enables you to work towards lasting outcomes with genuine added value.

The IRRE®-model

- Divides negotiation into two fields of tension:
 - Personal level:** the interaction between **I**ntellect and **E**motion
 - Strategic level:** the quantitative result (**R**esult) versus the relationship result (**R**elationship)
- Integrates the findings of **holistic thinking** with most recent **brain research**.
- Provides us with **five negotiation strategies** and their effective application.

Achieve more than 'just' your goals: produce an ideal outcome with your opposite number. That's what IRRE® negotiation is all about.

www.irre-negotiation.com

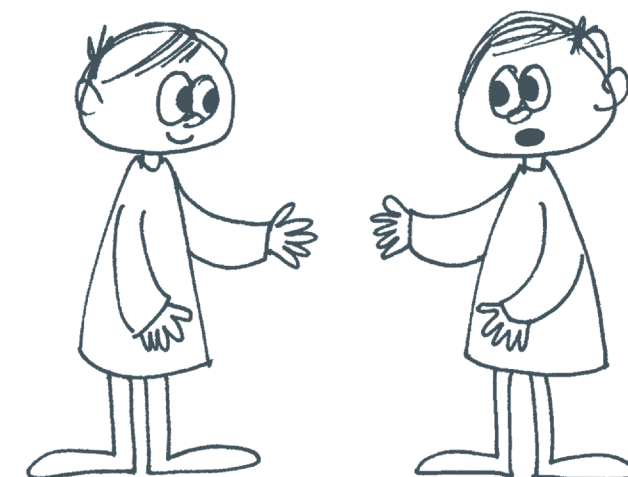


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IRRE® Negotiation

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Intellect **R**elationship **R**esult **E**motion

impactmanagement

From the contents page:

1. **IRRE®** – 4 letters, 2 fields of tension
2. **I**ntellect vs. **E**motion (personal level)
3. Inner differences in size
4. **IRRE®** negotiation – basic attitude
5. **R**esult vs. **R**elationship (strategic level)
6. Negotiating strategies
7. Creating added value by maximising benefits
8. The negotiation process
9. Price and value negotiations
10. Communication
11. Checklists

Short preparation and questions:

- CLARITY concerning personal ANIFs
- COURAGE to express these
- INTEREST in ANIFs of the opposite party
- Develop QUESTIONS aimed at identifying ANIFs
 - ➔ 10.4.2 'Checklist of questions', page 188

Includes useful suggestions for your professional- and private-life negotiations:

- Added value through benefit maximisation
- Goal-oriented preparation and conduct of negotiations
- Communication and questioning techniques
- With practical examples and checklists.