WHAT NEXT? WHY NEGOTIATION MATTERS IN THE POLICY PROCESS (NA1L)

Module
Negotiations & Accountability

Format
Presentation

Purpose
This activity contributes to the module learning objectives by describing tenets of successful negotiation as they apply to the policy process.

Time Required
- 45 mins.

Activity Description
PowerPoint presentation with speaker notes. As the opening session in this module, this presentation defines negotiation and explains the relevance of negotiation tactics to achieving successful policy outcomes, especially in relation to resource mobilization and budget advocacy. The presentation describes five principles of successful negotiation and uses discussion questions to help the participants connect them to policy change, communication, and advocacy.

This is the longest presentation in the module and it is important to devote adequate time to this session, as it introduces concepts that may be new to some participants. The speaker notes include several questions and prompts for discussion that will help participants grasp negotiation principles and understand their relevance to policy communication.

Key Learning Concept(s)
- Differences between advocacy and negotiation.
- Role of negotiation in the policy process, especially in budgeting for policy commitments.

Materials Needed
- Laptop and projector
Associated Sessions

- How Can Research Influence Negotiation? (NA2L)
- Negotiation Case Study (NA3E)