

# The IBB Method

## THE INTEREST BASED MODEL IS BASED ON THE CONCEPT THAT:

- ◆ Negotiators are people first
- ◆ Every negotiations involves both substance and relationships
- ◆ The relationships tend to become entangled with the problem

## SEPARATE THE PEOPLE FROM THE PROBLEM

- ◆ See the ideas of others as contributing to the solution rather than being part of the problem
- ◆ If the opinions or ideas differ, criticize the ideas, not the individuals
- ◆ Separate your relationship with others from the substance of negotiations
- ◆ Put yourself in their shoes
- ◆ Don't react to emotional outbursts
- ◆ Speak about yourself, your feelings, not about others and their motivations
- ◆ Be soft on the people, hard on the problem
- ◆ See participants as partners in problem-solving

*Getting to Yes*  
Fisher and Ury