

WIN-BIG **BALTIC** EVENT

Empowering Women in the Baltic Blue Economy:
Innovation, Growth, and Connection

5-6th November | Kiel, Germany

Women

Organised by: 



Blaue
Bioökonomie



KIEL
MARINE
SCIENCE



LEARNING LAB

The Negotiation Game



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WIN-BIG Baltic Event | November 5th | Kiel, Germany



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THE NEGOTIATION GAME

NEGOTIATION SKILLS FOR WOMEN IN THE BLUE ECONOMY



- Learn key negotiation concepts
- Enhance practical skills

Goal:

- Empower women with negotiation tools tailored to the Blue Economy.

Outcome:

- Recognize the importance of negotiation in professional & entrepreneurial contexts.

THE NEGOTIATION GAME: ICEBREAKER

NEGOTIATION SKILLS FOR WOMEN IN THE BLUE ECONOMY



- Learn key negotiation concepts
- Enhance practical skills

Who has had to negotiate in the career?

- *Very often?*
- *A Hard one?*
- *Do you wish to share? How did you feel?*

WHAT IS A NEGOTIATION?



Negotiation

[ni-,gō-shē-'ā-shən]

A strategic discussion that resolves an issue in a way that both parties find acceptable.

 Investopedia

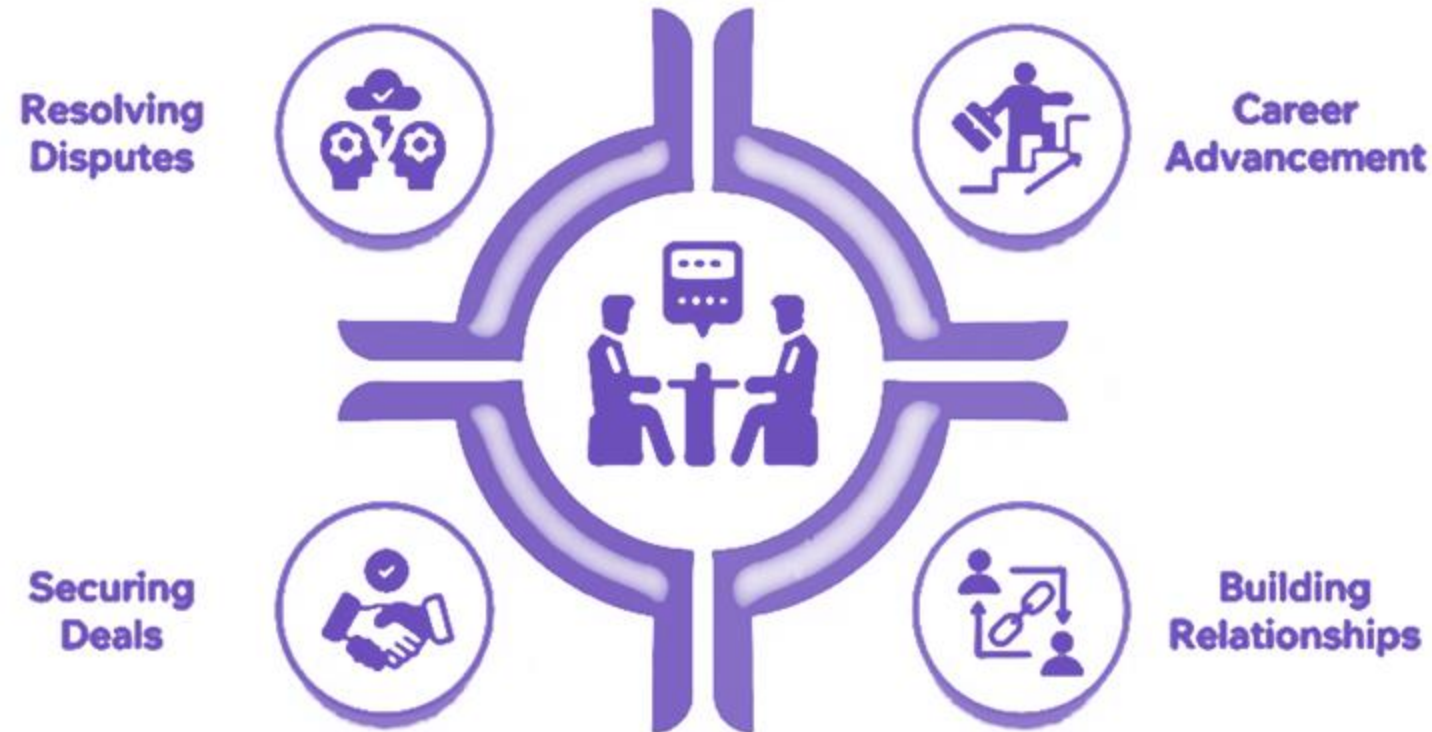
- A **process** where two or more parties come together, present **proposals** and **discuss** them to resolve disputes between them or to **reach agreements** is negotiation.
- Conversation between HR and employees on salary, a discussion on the sale price of a house or company or how to negotiate the terms of a merger of two companies or projects...

NEGOTIATION SKILLS

- Negotiation skills are leadership and empowerment tools!
- Negotiation skills are the **strategic abilities** individuals employ to **navigate** discussions, find **common** ground, and ultimately **reach** agreements.

NEGOTIATION SKILLS

Importance Of Negotiation Skills



In: <https://kapable.club/blog/negotiation-skills/importance-of-negotiation-skills/>

NEGOTIATION SKILLS

- Relevant for funding, partnerships, project agreements acquisition but also for career advancement and personal life too!
- And yes, they can be **trained!**

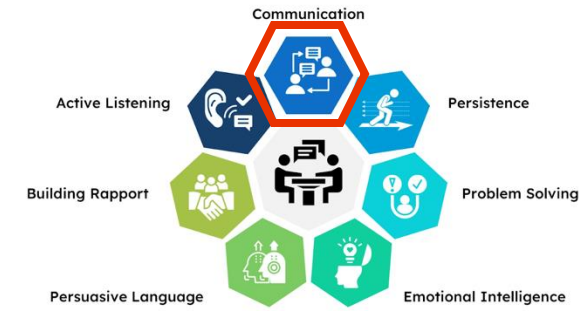
NEGOTIATION SKILLS

Essential Negotiation Skills



In <https://kapable.club/blog/negotiation-skills/negotiation-skills-exercises/>

NEGOTIATION SKILLS



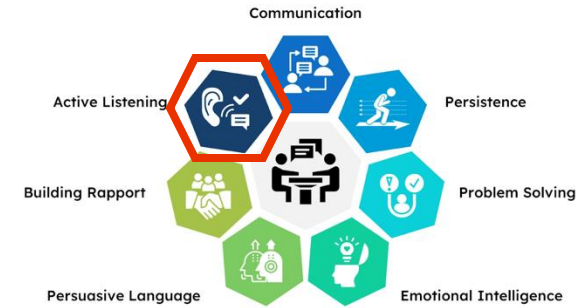
- **Communication:**

- Effectively **expressing** ideas and actively **listening** to the other party's perspectives
- It is a **two-way process** that goes beyond mere expression, fostering mutual understanding and collaboration
- Helps in expressing your ideas but can also assist you in **grasping the underlying needs and concerns of the other party**
- **Practice** speaking clearly and confidently. Work on explaining complex ideas simply and using positive language to create a friendly atmosphere

NEGOTIATION SKILLS

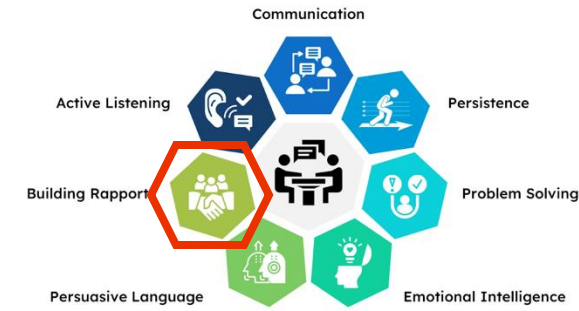
• Active Listening:

- It means **fully paying attention to the speaker**, understanding their message, and responding thoughtfully. This builds trust and helps find common ground.
- It helps you **gather information and understand** the other person's perspective.
- **Practise** listening carefully during exercises. **Summarise** what the other person said, ask questions to clarify, and show empathy.



NEGOTIATION SKILLS

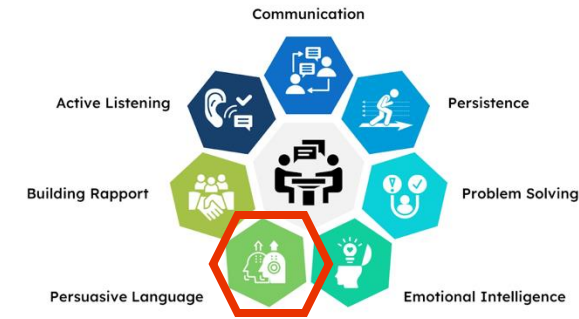
• Building Rapport:



- Building a **good relationship** with the other person can greatly affect the outcome of a negotiation
- Creates **mutual respect and understanding**.
- Building rapport can **reduce tension** and make negotiations smoother.
- Practice **finding things in common, showing genuine interest** in the other person, and demonstrating **empathy**.

NEGOTIATION SKILLS

• Persuasive Language:



- Skill of **guiding others to accept a proposal.**
- It includes **framing arguments** that align with the **other party's interests** and **creating a narrative** that emphasises mutual **benefits** for **both sides**
- Helps you **influence** the **other person's thinking** and shows them the benefits of your proposals
- Practice on **presenting strong evidence, appealing** to the other person's **interests**, and **framing your arguments to highlight mutual benefits**

NEGOTIATION SKILLS

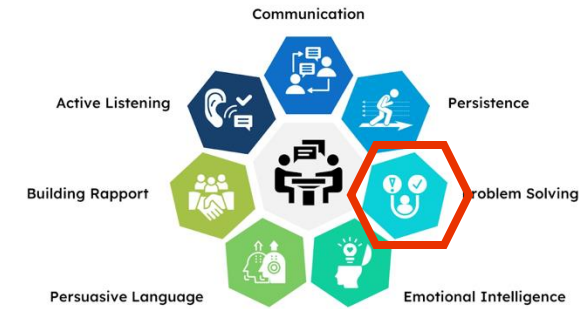
• Emotional Intelligence:



- Ability to **understand and manage your own emotions and those of others.**
- Involves **empathy**, acknowledging emotions, and **building positive connections** for more cooperative negotiations
- Practise **being aware of your emotions, managing stress, and showing empathy.** Pay attention to emotional cues and **stay calm under pressure.** Practice!

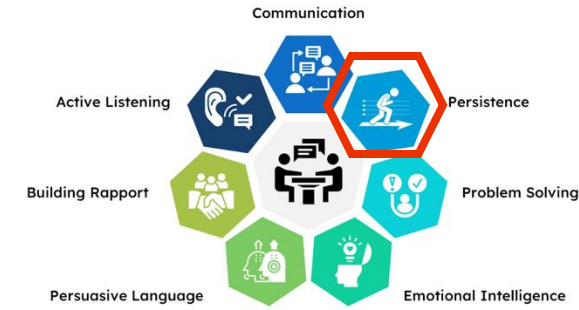
NEGOTIATION SKILLS

• Problem Solving:



- Negotiations often involve **solving complex problems**.
- This skill implies to **make obstacles go away and finding solutions** to negotiate that **satisfy all parties** involved.
- Good problem-solving skills help you **find creative** solutions that **benefit both** parties.
- Practice a **problem-solving mindset**: focus on understanding the issues, use **collaborative approaches** such as brainstorming solutions, and weighing the pros and cons of each option.

NEGOTIATION SKILLS



- **Persistence:**

- Negotiations can be long and tough!
- Skill of **guiding others to accept a proposal, framing arguments** that align with the other party's interests and creating a narrative that **emphasises mutual benefits for both** sides
- Patience helps you stay calm, and **persistence** keeps you **focused** on achieving a good outcome.
- **Practice** staying composed and engaged, even when discussions are difficult. Develop strategies to keep the conversation moving without giving up too easily.

NEGOTIATION APPROACHES

Approaches For Negotiation



Distributive Negotiation
(Win-Lose)



Integrative Negotiation
(Win-Win)



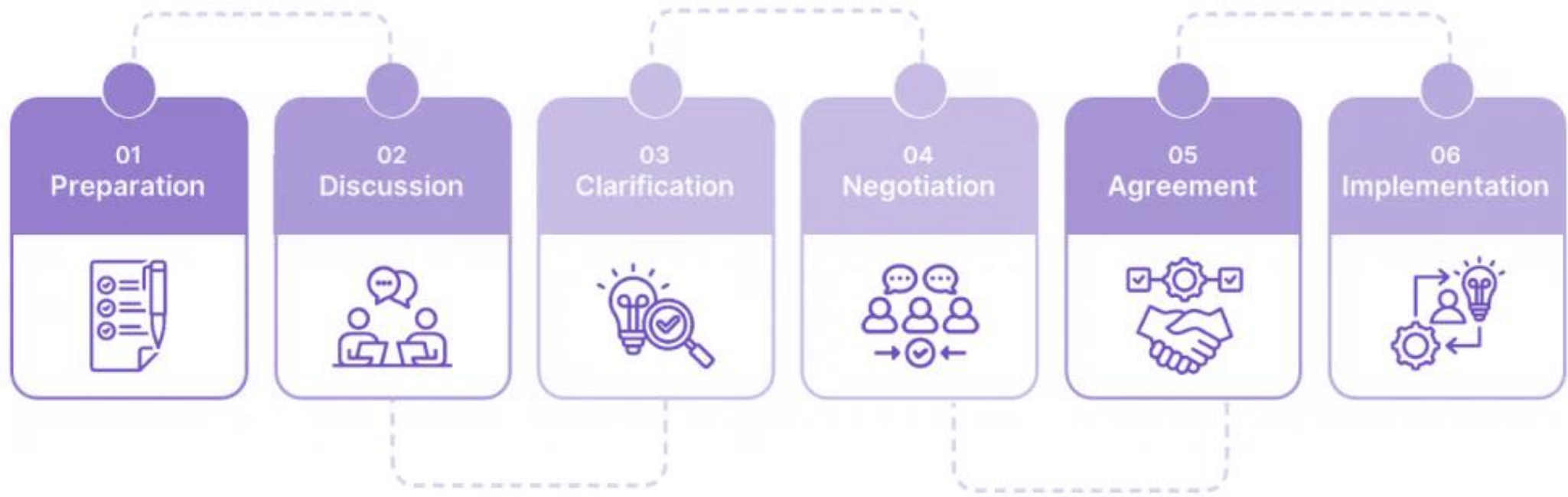
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THE ORANGE QUARREL GAME



THE NEGOTIATION PROCESS

6 Stages Of The Negotiation Process



KNOW YOUR BATNA!

- Aka. **Backup plan!!**
- Know your fallback option – what will you do if no deal is reached?
- The stronger your BATNA, the stronger your position!



A GOOD BATNA!

- Determines your negotiating power!
- Provides a benchmark
- Reduces vulnerability
- Improves negotiation strategy



Best Alternative to a Negotiated Agreement (BATNA)

['best ol-'tər-nə-tiv tə, 'ā ni-'gō-shē-, ā-tid ə-'grē-mənt]

A fallback option if a negotiated agreement cannot be reached.

 Investopedia

HOW TO DETERMINE BATNA



1. List your alternatives:

Brainstorm all possible courses of action in case a negotiation fails.

2. Improve your alternatives:

Take steps to make your promising alternatives more practical and appealing.

3. Select your best alternative:

Choose the option that is most beneficial to you based on your priorities.

4. Calculate your reservation point:

Based on your chosen BATNA, determine your "walk-away" point – the least favorable deal you are willing to accept.

BATNA EXAMPLE

Blue Biotech Startup Funding Negotiation

- **Negotiation Goal:** Secure €1 M from a venture capitalist.



BATNA?

BATNA EXAMPLE

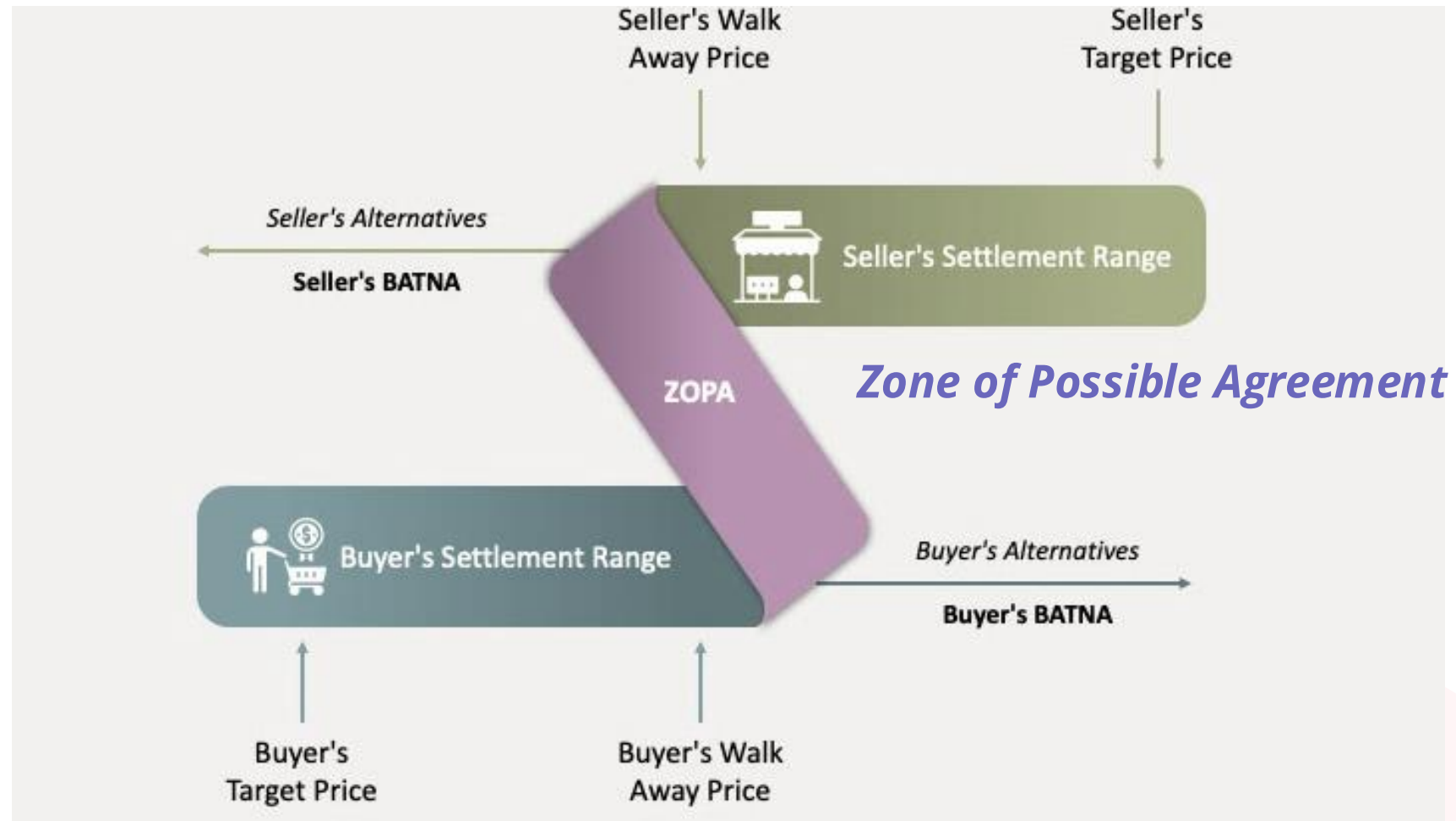
Blue Biotech Startup Funding Negotiation

BATNA: Apply for a government blue innovation grant, or partner with an impact investor who offers smaller funding but with better mission alignment.



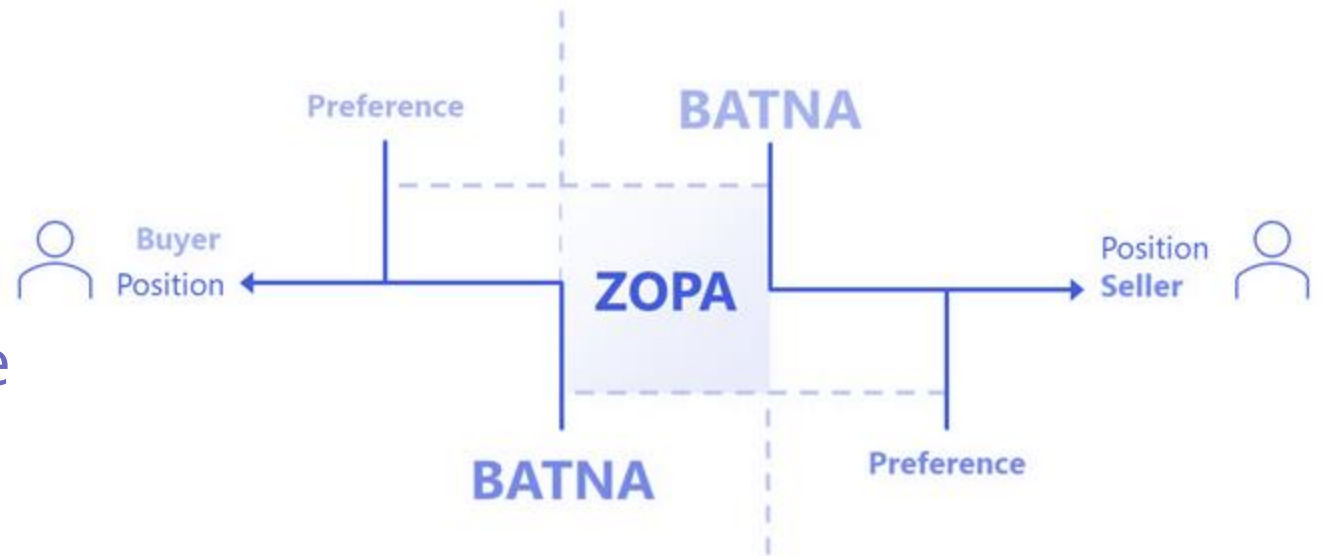
Takeaway: Even if VC funding falls through, there are alternative financing options.

KNOW YOUR ZOPA!



A GOOD ZOPA!

- A **ZOPA occurs** when the **minimum acceptable** outcome for one party **overlaps with the maximum acceptable** outcome for the other



- **It gives purpose to a negotiation:** Identifying this zone is crucial for successful negotiation as it keeps discussions focused on realistic possibilities

BATNA & ZOPA EXAMPLE

Blue Biotech Startup Funding Negotiation

- **Negotiation Goal:** €1M from a VC



BATNA



Public Grant

BATNA & ZOPA EXAMPLE

Blue Biotech Startup Funding Negotiation

- **Negotiation Goal:** €1M from a VC



ZOPA?

BATNA & ZOPA EXAMPLE

- **Blue Biotech Startup wants:** €1M for $\leq 25\%$ equity.
- **VC wants:** $\geq 30\%$ equity for €1M.
- **ZOPA: Between 25%–30% equity for €1M.**
 - **Possible deal:** 27% equity for €1M, plus founder retains control with board voting protections.
- **Takeaway:** The ZOPA is the overlap where both sides can still achieve acceptable terms.





COMMON BARRIERS TO WOMEN



**CONFIDENCE GAP &
SOCIAL NORMS.**



**STEREOTYPES ABOUT
ASSERTIVENESS.**



**TENDENCY TO
UNDERVALUE ONE'S
CONTRIBUTION.**



**STRATEGIES: REFRAME
SELF-ADVOCACY AS
VALUE CREATION.**

WOMEN NEGOTIATION TIPS

- **Reframe self-advocacy:** Negotiating isn't selfish – it creates value and fairness.
- Use **objective data** to strengthen your arguments.
- **Anticipate stereotypes:** prepare responses to dismiss bias calmly



Acknowledge, reframe, redirect!



WOMEN NEGOTIATION TIPS

1. Gendered Assumption

Bias: *"You're quite assertive for a woman in this field."*

Calm Response:

"Assertiveness is essential in negotiation, regardless of gender. Let's focus on the substance of the proposal."

Learning: Deflects gender labeling and re-centers the conversation on the deal.

WOMEN NEGOTIATION TIPS

2. Power Imbalance / Patronising Comment

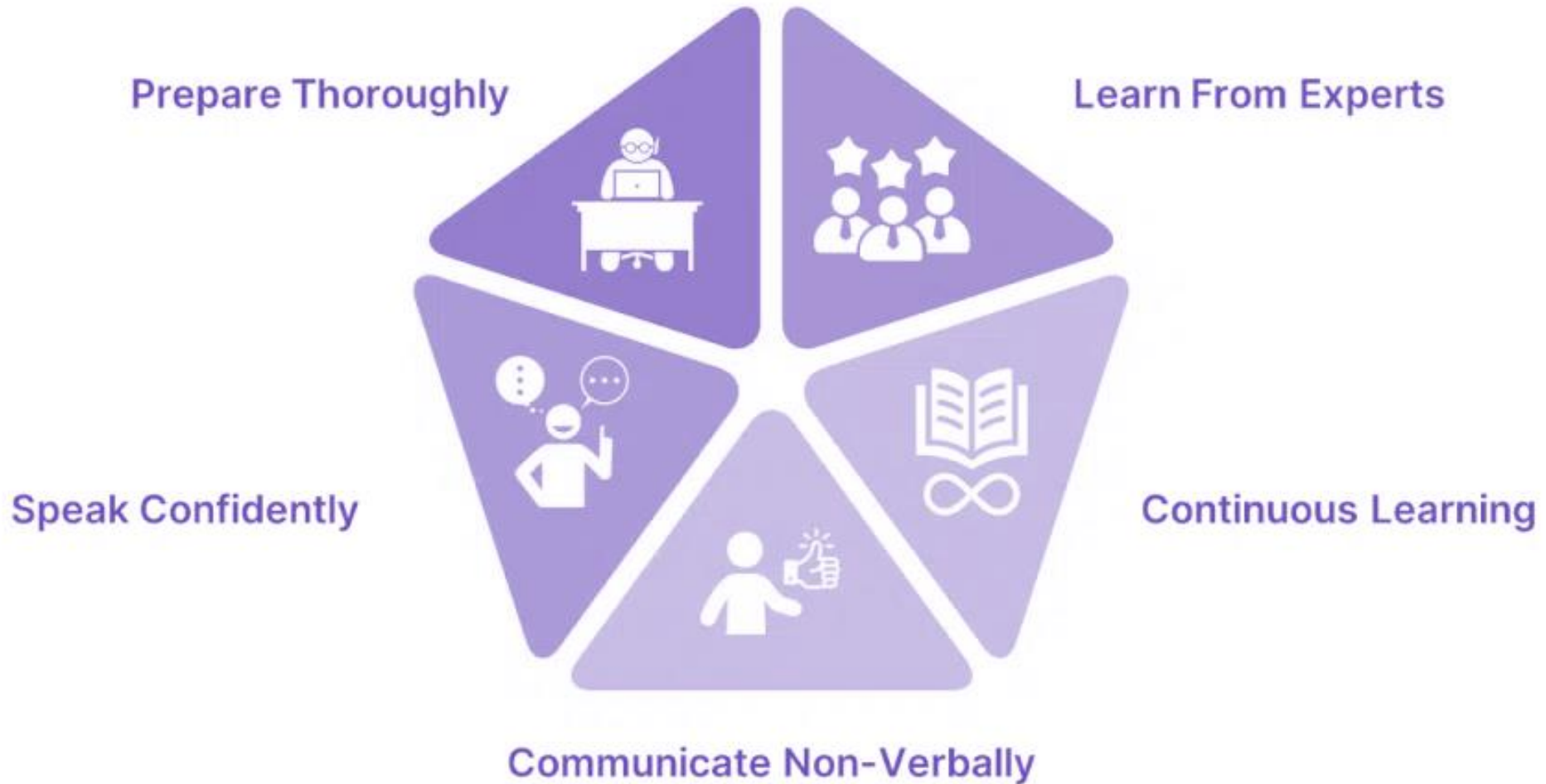
Bias: *"Maybe you should bring someone expert or more senior to discuss the financials."*

Calm Response:

"I am responsible for this negotiation and the financial decisions. Let's review the numbers together."

Learning: Sets a boundary firmly, while staying professional.

How To Improve Your Negotiation Skills?



CONFIDENCE BOOSTERS FOR WOMEN



- **Don't be afraid!**
- Reframe negotiation as joint problem-solving.
- **Build supportive alliances.**
- Practice through role-play and mentoring.
- Gain Confidence by Practicing!

ROLE PLAY

- Form pairs or small groups.
 - Choose one scenario (Aquaculture, NGO-Company, Blue Biotech).
 - 5 min negotiation + 5 min debrief.
 - Observers: take notes on clarity, interests, and outcomes.
- Debrief at the end (5 min)





Scenario 1: Joint Venture in Sustainable Aquaculture

Entrepreneur A: Tech innovator seeking market reach.

Entrepreneur B: Farm owner seeking innovation.

Negotiate: profit-sharing, exclusivity, branding, investment.

Learning: Balance innovation and access.



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Scenario 2: NGO vs. Company

NGO: wants conservation & community impact.

Company: seeks brand visibility & flexibility.

Negotiate: funding, branding, conservation scope.

Learning: Align profit & conservation goals.



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Scenario 3: Blue Biotech & Venture Capital

Founder: needs €1M, wants equity control.

VC: seeks ROI, board control.

Negotiate: funding, equity, governance.

Learning: Balance impact and profitability.



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ROLE PLAY - DEBRIEF

- What worked well?
- What was challenging?
- What strategies emerged?
- Observers share insights



REFLECT & COMMIT TO ACTION

- Write one action or mindset shift for your next negotiation.
- Share with a partner or the group.
- **Negotiation = a leadership and empowerment tool!**





CLOSING MESSAGE

'When women negotiate, they lead change.'

Empower yourself, your team, and your community!

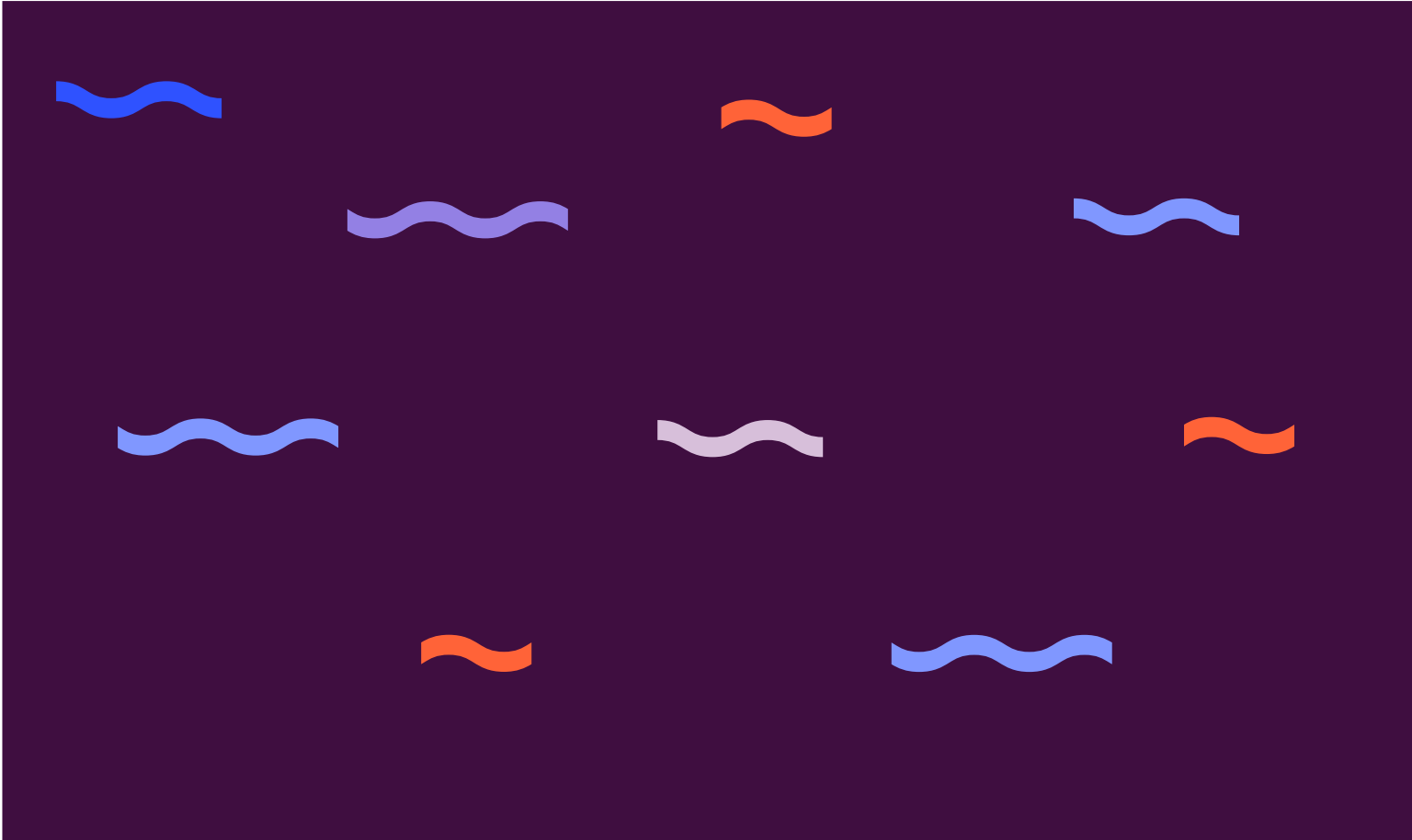
#GenderBalance. #WomenLeaders

#Empower. #Women2Women

#BlueEconomy #NegotiationLeadership



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