



NEGOTIATING WITHOUT GIVING IN – STEVE JOBS

A negotiation teaching tool created by
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OBJECTIVES

- Illustrating the term "Negotiation" by exposing students to a real-life situation
- Enhancing students' communicative and spoken skills
- Teaching students new lexis related to the theme "Negotiation"

TIME REQUIRED IN CLASSROOM

50 min Total:

- 5 min video
- 5 min Target words
- 30 min Discussion questions
- 10 min Writing task (Draft)

LEAD-IN / PREP

Link to video: <https://www.youtube.com/watch?v=l7ko1FtEKUk>

ACTIVITIES

Show students video. Note: It is preferable to give students the target language before showing them the video because this facilitates understanding the scene better instead of replaying it twice.

Questions for discussion:

- Describe what is happening in the video. Who are the characters?
- What might be each one's interests (Steve Job's interests and Paul's)?
- Which character has the weaker position? Is this weakness clearly shown?
- Give an example of one statement that shows a point of strength.
- Have they reached a solution or made a decision?
- What are each of their Best Alternatives to a Negotiated Agreement (BATNA). *BATNA* is a term coined by Roger Fisher and Willaim Ury in their best seller "Getting to Yes: Negotiation without Giving in".
- Did they refer to objective standards of legitimacy to further their point of view. If yes, how? If not, what is the result?

VOCABULARY / GRAMMAR

Negotiation, position, CEO, strategy, interest, investment, agreement

REFLECTION

Steve Jobs sent his wife an email telling her about the whole incident: his initial goal, how he managed to convince Paul to agree, and the strategies he used to achieve his goal. Write this Email, including all points mentioned above.



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