

Instructions for 2 June 13:00-14:30
Diego Primadonna Case

13:00-13:55 Prepare in separate rooms

Diego Agents: Breakout Room
Azul General Managers: Main room

13:00-13:10 read case

13:10-13:55 form groups of 3 (or 4) and prepare using short prep sheet

Parties
Issues
Interests
Options
Criteria
Alternatives
Commitment
Communication

Remember you will be negotiating 1-on-1, so use the group prep to generate ideas, you don't need to agree as a group

13:55-14:00 find negotiator on other side and location to negotiate

Diego Agent Azul's General Manager

Amir ----- Sima
Simona ----- Kheong
Ido----- Randall
Amihai----- Davide
Nitin ----- Michal
Gal ----- Ram and Avi

14:00-14:30 negotiate 1-on-1

Some ground-rules for the negotiation

Role play, not acting exercise!

No need to agree – use time well, go as far as you think makes sense

Extra facts -feel free to add extra facts to keep conversation going, recognizing that adding facts that materially change case may qualify as misrepresentation as opposed to keeping conversation going

Consider using role play as **opportunity to experiment** on skills you want to improve

If finish early, **optimize deal**, try to make it better for both

14:30 Please send me outline of your deal on WhatsApp, if reached