

## Negotiation – Mirroring Success

Last month I introduced a PIPE for negotiating so I thought I'd introduce a skill to use in negotiation. What did PIPE stand for?

Human beings are excellent good at copying each others' behaviour, even when we're not aware of it. There are brain cells that light up specifically when we see someone 'like me' and others when we meet someone 'not like me'. We are more comfortable with people who are 'like me' so have evolved to be very competent copycats – skilled at 'mirroring'. Look around at people 'getting on' and notice what they might be mirroring.

Research into behaviour in negotiations shows that we are unconsciously influenced by how other side behaves. The person who 'mirrors' most successfully becomes more in control of the situation – even if they are not aware of it. This means they influence the success of the negotiation – preferably towards a win for each side.

It's not good enough to blatantly copy everything – we've all been irritated when someone's played that game. Conscious mirroring is done subtly and constructively to ensure that a mutually comfortable atmosphere is created so that successful negotiations are more likely.

So what can you subtly mirror? Just about anything; posture, breathing rate, tone of voice, small gestures, the words or language that someone else uses. Usually if a negotiation is flowing well then there is probably no need to pay attention to such small interactions, but when you notice something not going as well as you'd hoped, it could be the time to start mirroring.

I would suggest that you first observe, then practice on people who will continue to speak to you if you begin to concentrate on their posture rather than what they are saying. After that have fun and enjoy your negotiations.

For more ideas about how to use your brain in business contact Stella Collins at [www.braininbusiness.com](http://www.braininbusiness.com) or phone 0118 983 6339.