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Nursing Leadership and Management

Topic . No.4

Conflict and Negotiation

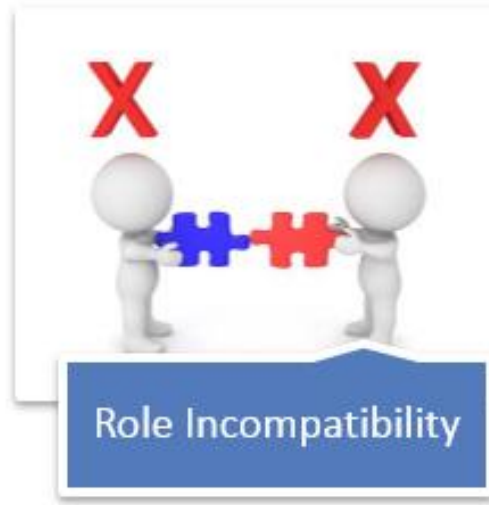
2021 -2022

Definition

Conflict : The dissension that occurs when two or more individuals with different values, interests, goals, or needs view things from dissimilar perspectives



Source of Conflict



Question

Illness and hospitalization create major stress for clients and their families. Often, families take out their emotions on the caregivers at the bedside. What is a normal emotion that can be directed at the nurse?

- A. Affection
- B. Anger
- C. Accountability
- D. Answerability

Answer

B. Anger

Rationale anger, which is a normal and healthy reaction to situations and circumstances over which people have little control, may be directed toward the nurse.

Positive Aspects of Conflict

1. Conflict is impetus for change
2. Helps with understanding of others jobs and
3. responsibilities
4. Facilitator for communication
5. Energizing
6. Unifying

Negotiation is a dialogue between two or more people or parties intended to reach a beneficial outcome over one or more issues where a conflict exists with respect to at least one of these issues

Definition

Stages of Negotiation

The process of negotiation includes the following stages:

1. Preparation
2. Discussion
3. Clarification of goals
4. Negotiate towards a Win-Win outcome
5. Agreement
6. Implementation of a course of action



Stages of Negotiation

1. Preparation

Before any negotiation takes place, a decision needs to be taken as to when and where a meeting will take place to discuss the problem and who will attend. Setting a limited time-scale can also be helpful to prevent the disagreement continuing.

Stages of Negotiation

2. Discussion

During this stage, individuals or members of each side put forward the case as they see it, i.e. their understanding of the situation.

Key skills during this stage include **questioning, listening** and **clarifying**.

3. Clarifying Goals

From the discussion, the goals, interests and viewpoints of both sides of the disagreement need to be clarified.

Stages of Negotiation

4. Negotiate Towards a Win-Win Outcome

This stage focuses on what is termed a 'win-win' outcome where both sides feel they have gained something positive through the process of negotiation and both sides feel their point of view has been taken into consideration.

Stages of Negotiation

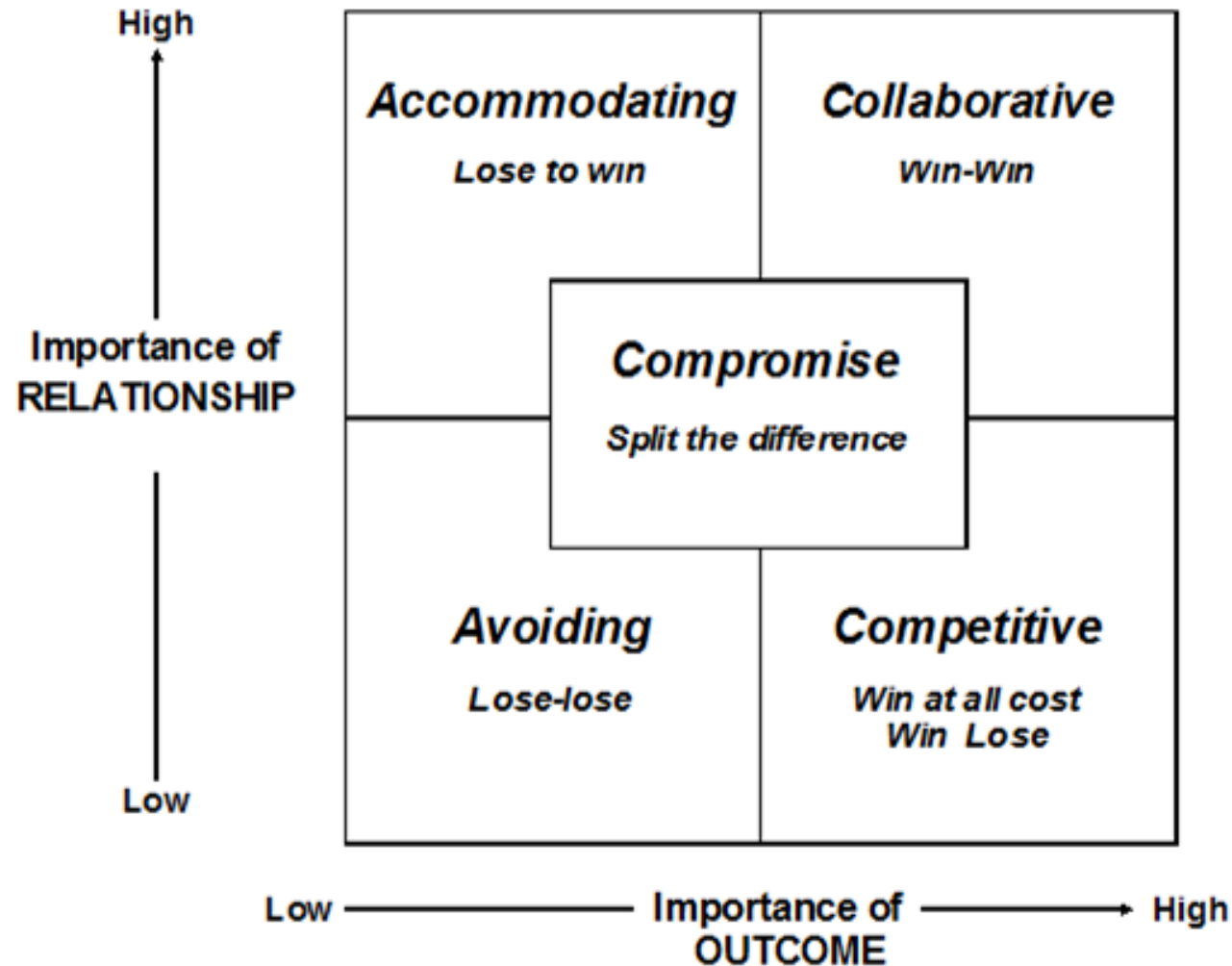
5. Agreement

Agreement can be achieved once understanding of both sides' viewpoints and interests have been considered.

6. Implementing a Course of Action

From the agreement, a course of action has to be implemented to carry through the decision.

Negotiation style



1. Competition (win-lose):

A competitive negotiation style is the classic model of “I win, you lose.” This style of negotiation considers winning at all costs even at the expense of the other party.

The **competition negotiation** style is, however, very risky. It can be costly and time consuming and often lead to a deadlock.



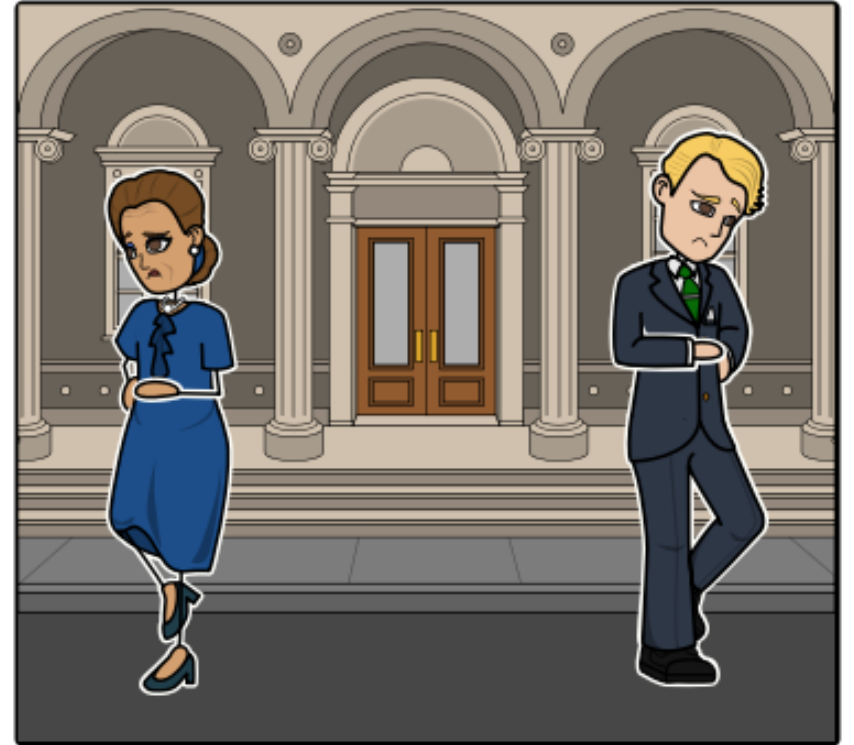
2. Accommodation (lose-win):

This style can be described as the “I lose, you win” model and is the direct opposite of the competitive style. For accommodating negotiators, the relationship means everything and the outcome is not important.

The accommodating style might be used in situations where one party has caused harm to another party and needs to repair the relationship.

3.Avoidance (lose-lose):

This style is the “I lose, you lose” model. This style is used when both outcome and relationship are not important. Negotiations can be costly in terms of time and energy.



4. Collaboration (win-win):

In contrast to the competitive style, a collaborative negotiation style seeks a “I win, you win” outcome. This win-win model focuses on making sure all parties have their needs met.

With this style, both relationship and outcome are important. The purpose is to maximize outcome and preserve the relationship.



5. Compromise (split the difference):

Unlike the collaborative style, the compromising negotiation style follows a “I win/lose some, you win/lose some” model.

Compromising is the style most people think of as negotiation, but it is really only bargaining. Compromisers use this style instead of finding a solution that fully benefits everyone.

PLEASE



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