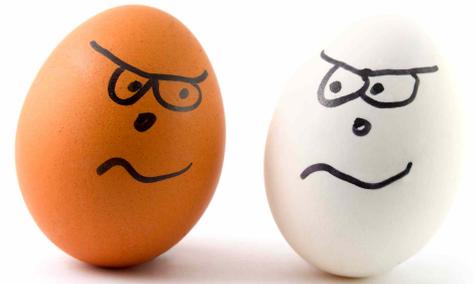


# Dealing With Deadlock

*“Deadlock sounds like being locked into a nasty, deadly, helpless position. However there are actions that you can take to avoid it.”*

The most common causes of deadlock are:

- Parties become entrenched in their own, divergent positions
- One party's demands are seen by the other as being unreasonable
- Personal ego's get in the way of business; matters of principle or reputations to protect
- Team dynamics; deadlock is more common in team negotiations because the risk is shared
- Tactical deadlock; deliberate unwillingness to move, even if you can... 'bloody-mindedness'!



*Personal' Egg-os' can get in the way!*



## Actions to break deadlock:



Change from a 'competitive' to a 'co-operative' approach; treat the deadlock as a joint problem that needs to be jointly solved – *“it's in both our interests”*



Find a concession that is cheap for you to make but valuable to the receiver



Ask the other party for a concession that is cheap for them but valuable to you



Propose a combination of concessions from both sides



Take a break; a few minutes, a few hours or days – allow emotions to cool



Use humour; lighten up, help the other party (and yourself!) to see how 'silly' this is getting and how you may both be losing perspective and heading for a 'lose-lose'



Safeguard your position but offer different scenarios for reaching it, for example, introduce guarantees, alter payment terms, change contract wording, extend the contract, offer a volume guarantee, offer exclusivity etc.



Change one or more members of the team; shift the 'personality dynamic'



Break down the problem; deal with, and agree smaller issues one by one, to get some genuine movement and to build a sense of agreement



Introduce a deadline, either real or artificial, to create a sense of urgency and a 'make or break' moment



Introduce new information or place a different emphasis or perspective on existing issues



Change the risk sharing; show a willingness to share in the 'unknowns' of a deal, for example 'end customer demand', can create a feeling of 'partnership'

