

**The Tension Between Creating & Distributing Value**

<b>Issues</b> List the key issues for negotiation (e.g., price, contract term, etc.).	<b>My Interests</b> List your interests on each issue.	<b>Their Interests</b> List your preliminary thoughts about their interests on each issue.	<b>My Resources &amp; Capabilities</b> List what you might bring to the table to trade for each issue.	<b>Their Resources &amp; Capabilities</b> List what they might bring to the table to trade for each issue.	<b>Value-Creating Opportunities</b> Considering the interests, resources, and capabilities of both sides, identify some possible value-creating trades.
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