



# ENLIGHTENED NEGOTIATION™

— EIGHT SPIRITUAL LAWS —  
*to* CONNECT | CREATE | PROSPER

*by* Dr. Mehrad Nazari

# Enlightened Negotiation



## 8 Universal Laws *to Connect, Create, and Prosper*

*"Enlightened Negotiation is a must-read for anyone who wants  
to be a true collaborator."*—KEN BLANCHARD,  
*Coauthor of The One Minute Manager® and Collaboration Begins with You*

**MEHRAD NAZARI, PHD, MBA**

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*by* Dr. Mehrad Nazari

**EIGHT SPIRITUAL LAWS** *to* **CONNECT | CREATE | PROSPER:**

**INTENTION | TRUST | COMMUNICATION  
STRENGTH | FLEXIBILITY | MANIFESTATION  
MINDFULNESS | REFLECTION**



# THE LAW OF TRUST

Trust is the foundation of any relationship, collaboration and negotiation

Trust is the congruity of words and actions

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Trust is a moral credit rating. It is the measure of our values and an economic driver of the 21st century.



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# HOW TO ESTABLISH TRUST IN SHORT TIME PERIOD

**Authenticity . Know Thyself . Truthfulness**

**Be part of the tribe: know the language, culture, nuances**

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**Elaborate on your unique quality**

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**Give a concession**



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Dude, I got so *turnt* last night!

That party was too *turnt*!

# ENLIGHTENED NEGOTIATION™ TRAINING

ISSUED BY \_\_\_\_\_

PASSENGER TICKET AND BAGGAGE CHECK SUBJECT TO CONDITIONS CONTAINED IN THIS TICKET

ORIGIN/DESTINATION: **SITI 55501482 03JAN**

AIRLINE DATA: **NMMER**

RATE: **1USD=4648/1952RUR**

ISSUED IN EXCHANGE FOR \_\_\_\_\_

NAME OF PASSENGER: **MR** NOT TRANSFERABLE

TOUR CODE: **Lift**

CONNECTION TICKETS: **#0032**

X/O	NOT GOOD FOR PASSAGE	CARRIER	FLIGHT	CLASS	WT	DATE	TIME	FARE BASIS	NOT VALID BEFORE	NOT VALID AFTER	ALLOW
	MOSCOW SVO	SU	315	M		27JAN	1035	OKYLE			PC
X	NEW YORK JFK	DL	1866	Y		27JAN	1715	OKY			PC
	BOSTON			V				I D			
	NEW YORK NYC/JFK	SU	316	M		03MAR	1500	OKY			PC
	MOSCOW SVO										

FARE CALCULATION

USD 1956 MOW SU NYC800.00DL BOS356.36//NYC SU MOW M800.00NUC1956.36

RUR 4781000 END ROE1.00000SITI XT RUR 31000YC RUR 7000XA RUR 14000XFJFK3

TAX RU 5000

TAX XY 28000

TAX XT 52000

TOTAL RUB 4846000

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# THE LAW OF STRENGTH

Look at every interaction as an opportunity to co-create something noble and significant

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Be open minded and avoid wrong assumptions

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Communicate, listen, be sure to understand and be understood



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# THE LAW OF STRENGTH

In negotiation knowledge and wisdom are strength and power

Knowledge about **ourselves**, our desires and needs

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Knowledge about **the other party**, their desires and needs

Knowledge about **the context of our negotiation and process**



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**Self-actualization**  
**Need for growth, purpose**

**Esteem**  
**Need for respect, prestige**

**Belongingness and Love**  
**Need for approval, belonging and love**

**Safety**  
**Need for physical and psychological safety**

**Physiological**  
**Need for basic human survival, food, sex, sleep**

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with Dr. Dennis R. Bazart

FOUNDER, THE CENTER FOR ENLIGHTENED NEGOTIATION

**Self-actualization**  
**Corp. Soci. Responsibility**

**Esteem**  
**Brand recognition**

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**Belongingness and love**  
**Client/employee retention**

**Safety**  
**Revenue streams - Employees**

**Physiological**  
**Service - Product - Workspace - Computer**



# THE LAW OF FLEXIBILITY

Flexibility is the ability to adapt to change without compromising your values

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Flexibility is not a state of the mind or a personal trait

What enables flexibility is creativity



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# THE NEXT STEP

- Complimentary 1 on 1 - (20 minutes)
- Presentation pdf
- 1 on 1 Consulting / Coaching
- Speaking
- In-house Training
- Workshops

[www.EnlightenedNegotiation.com](http://www.EnlightenedNegotiation.com)

[DrNazari@EnlightenedNegotiation.com](mailto:DrNazari@EnlightenedNegotiation.com)





# **ENLIGHTENED NEGOTIATION™ TRAINING**

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