



Book Review

TITLE: Never Split the Difference

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PRE-READING

Why are you reading it? Was it a recommendation? What do you know about the topic? Flip through the book - is there anything that catches your eye?

This book was a recommendation from a colleague to prepare for a session on negotiation. I'm intrigued by not splitting the difference since that is what conventional wisdom says to do. I'm guessing he has some cool stories as he's an FBI negotiator.

A-HA MOMENTS

What a-ha moments did you have when reading?

- "I just asked the same three or four open-ended questions over and over. They get worn out answering and give me everything I want." (p. 7)
- We negotiate based on reason, but we are emotional and irrational beings - need to speak to that part of the other person's brain
- We are easily overwhelmed and can handle about 7 pieces of information in our conscious mind at one time

QUESTIONS

What questions do you have after reading that you want to investigate?

- How can I start to use calibrated questions more deliberately?
- How many times do I get "You're Right" rather than "That's Right"?
- How can I reframe my questions to get "no" answers rather than "yes" ones

CONNECTIONS

Can you relate what you read to another book, talk, podcast, topic?

- Listening more than talking - just like Coaching
- When people are in a positive state of mind, they think more quickly and are more likely to collaborate and solve problems - similar to The Happiness Advantage by Shawn Achor
- Need to create empathy - Brene Brown
- I think I can tie the negotiator types to

DISC

ACTIONABLE IDEAS

What are 2-3 actionable items that you can implement?

- Read Bargaining with the Devil: When to Negotiate and when to Fight
- Create a summary of the book's structure and advice
- Dig into Tactical Empathy and see if I can create a visual of its elements

POST-READ REFLECTIONS

Did you like this book? Are there other books by this author or on this topic that you might want to read? Would you recommend it to someone? Is there something from this book you want to learn more about?

I enjoyed it and the stories were fascinating, but some of the tactics felt uncomfortable. Not that they are wrong, but that I don't know if I could do them (well, maybe for things like buying a car). But there were definitely good nuggets in it.