

# How Collaborative Bargaining Benefits All

## Quick Guide

Collaborative and competitive bargaining are two methods commonly used by negotiators to reach new agreements through collective bargaining.



### Collaborative Bargaining

- Also called integrative, interest-based, or win-win bargaining
- Serves to create more value for both parties in a negotiation
- Encourages the exchange of information and saves time

### Competitive Bargaining

- Also called hard, distributive, positional, zero-sum, or win-lose bargaining
- Serves to gain more value than the other party in a negotiation
- Limits the exchange of information and takes more time

## The Basics of Collaborative Bargaining



**Communicate:** Share interests, prioritize what's important, seek understanding, engage in productive discussions, and solve problems together



**Innovate:** Be creative, explore different options based on shared interests, and discover new opportunities that offer value to both parties—known as “expanding the pie”



**Exchange:** Offer something of value in exchange for something of greater value, known as a trade-off, which can benefit both parties and lead to an agreement



**Evaluate:** Use objective criteria—like industry standards, operational data, and economic trends—to evaluate and select a fair, sensible solution that offers mutual gain



Collaborative bargaining—with its emphasis on interests and exploring ideas—increases the likelihood of a better agreement for all.