

A woman with dark hair is shown from the chest up, wearing a light-colored trench coat over a white collared shirt and a dark V-neck sweater. She is standing in a garden with lush green foliage and a bird of paradise flower in the background. The lighting is soft and natural, creating a serene atmosphere.

# Women *in* NEGOTIATION

Aligned.



Featuring Aligned  
Negotiator in Residence  
**Ashley Pelzel**

<sup>01</sup> **Mindset for this Webinar**

<sup>02</sup> **5 Challenges with Examples & Strategies**

<sup>03</sup> **Self-Limiting Beliefs**

<sup>04</sup> **Q&A**

<sup>05</sup> **Wrap up and Resources**

A woman with dark hair, wearing a white trench coat over a dark top and a patterned skirt, is shown from the chest up. She is looking slightly to the right. The background features lush green plants, including a peace lily and a bird of paradise. The lighting is soft and natural, suggesting an indoor setting with large windows.

Aligned.

MINDSET FOR THIS WEBINAR

# Asymmetric Information

Try this on for size for the next 55 minutes—as we talk about the examples for each challenge today, ask yourself “What information have I learned about the person sitting across the negotiation table?”

---

In every case of someone being rude, trying to power play, or use intimidation tactics, they have given us a wealth of information we can use to form our negotiation strategy.

---

Today is about reacting well—we can’t control what people do but we can control how we react.

---



Aligned.

A woman with dark hair, wearing a white trench coat over a dark top and a checkered skirt, is shown from the chest up. She is looking slightly to the right. The background features lush green plants, including a peace lily and a bird of paradise.

# The Challenges

01. Being escalated or worked around
02. Being ignored
03. Being perceived as not understanding
04. Being told false information
05. Not being given the benefit of the doubt

Aligned.

CHALLENGE 01

# Being escalated or worked around

PRACTICAL STRATEGIES

Establish a contract and way of operating

---

Create a united front: internal alignment yields external power

---

Ask for feedback

---

A woman with dark hair, wearing a white trench coat over a dark top and a patterned skirt, is shown from the chest up. She is looking slightly to the right. The background is filled with lush green plants, including a peace lily and a bird of paradise. The lighting is soft and natural, suggesting an indoor setting with large windows.

Aligned.

## CHALLENGE 02

# Being ignored

### PRACTICAL STRATEGIES

First assess whether time is on your side. If it is, do nothing. If it isn't proceed to next step.

---

Change the dynamic by bringing in another person—negotiation is a team sport.

---

Ask them 'are you ok?'

---



Aligned.

CHALLENGE 03

# Being perceived as not understanding

## PRACTICAL STRATEGIES

Assess whether you have truly made the other side feel heard.

---

Shift their mindset by asking a question that puts them in your shoes

---

When all else fails, play into it and use their questions to get them to expend energy to explain their position.

---



Aligned.

## CHALLENGE 04

# Being told false information

## PRACTICAL STRATEGIES

Develop a truth matrix

---

Ask 4x (ask differently, ask to a different person, ask in writing, etc)

---

Keep a record of who is trustworthy and who isn't

---

A woman with dark hair, wearing a white trench coat over a dark top and a patterned skirt, is shown from the chest up. She is looking slightly upwards and to the right. The background is filled with lush green plants, including a large leafy plant on the left and a plant with orange flowers on the right. The lighting is soft and natural, suggesting an indoor setting with large windows.

Aligned.

## CHALLENGE 05

# Not being given the benefit of the doubt

## PRACTICAL STRATEGIES

Establish clear processes and ways of operating and stick to them

---

Ask for feedback

---

Focus on building the relationship  
(this is most important)

---

## SELF-LIMITING BELIEFS

# The stories we tell ourselves that hold us back

- ✘ Men are just better at negotiation than women
- ✘ I'm not aggressive so I can't be a good negotiator
- ✘ Negotiation is all about deception and that doesn't align with my values
- ✘ I need to change who I am to be a good negotiator
- ✘ Negotiation is a last resort way of working its not collaborative
- ✘ I'm not a deal maker so I don't need to learn how to negotiate
- ✘ Negotiation is something I do once a year when I negotiate my salary
- ✘ I will be perceived as unhelpful if I participate in negotiation



Aligned.

# Thank YOU

For more of Ashley's thoughts, visit  
[ashleypelzel.substack.com](http://ashleypelzel.substack.com)

To learn more about Aligned, visit [alignedplatform.com](http://alignedplatform.com)  
or email [hello@alignedplatform.com](mailto:hello@alignedplatform.com)

