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# Negotiation Skills Training



- Managers at senior, middle and junior levels
- Labour Union Negotiators
- Conflict dispute resolution mediators
- Sales Negotiators
- Buyers
- Hostage & Crowd Control Negotiators
- Facilitators

INTERNATIONAL NEGOTIATION ACADEMY

*Negotiation: The Genesis of Management*

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## In Search of Meaning

### Are you motivated about 2014 or filled with dread?

- **The observations of Viktor Frankl**

Frankl was a survivor of the holocaust and, while imprisoned in a camp himself, observed that many individuals survived the worst conditions thinkable as long as they felt **'significant' or meaningful** to others and were 'living with some form of believe that someone is waiting for them on the far horizon'.

Viktor Frankl \* was convinced that we will stay alive and motivated longer if we feel that we are needed by somebody or someone.

He concluded that, without hope or meaning, many will **perish although physically still in a better condition** than others.

Frankl later became the father of a school in psychotherapy called '[logotherapy](#)' and started a clinic in Austria where he treated people with depression and many other related conditions.

The goal of logotherapy (logos meaning 'reason') is to carry out a 'uniqueness'

## INTENSIVE PROGRAM in NEGOTIATION SKILLS

NEXT TWO DATES for 2014:

10 – 11 March (Houghton)  
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(existential) analysis of a person and, in so doing, help him **discover meaning** for his life. According to Frankl, meaning can be found through:

- **Creativity** or giving something to the world through self- expression,
- Experiencing the world by **interacting with confidence** with our environment and with others, and
- **Changing our attitude** when we are faced with a situation or circumstance that we cannot change

Frankl is credited with coining the term '**Sunday neurosis**' to refer to the dejection that is felt at the end of the working week when a person realizes just how empty and meaningless his life is. This may lead to making irrational decisions of many sorts.

Frankl still has many followers today.

- **To be meaningful in 2014**

The need to 'have meaning' has many applications. Certainly in human interaction, **negotiation and communication**. Apart from its value in treating depression, it could even have application in dealing with a lack of motivation at the onset of 2014.

Some of us have lots of hope and prospects for the coming year. Others have little or none.

So, let's apply a person's need for meaning to your dejected staff, child, mother or neighbor by asking them a few meaningful questions:

1. Could you **help me** with my lawnmower? You know a lot about technical stuff;
2. Could we meet tomorrow at Starbucks? I need you to **give me some advice**?
3. The dog seems crazy about you. I'm sure **he misses you** a lot during the day?
4. Hope you can be here tomorrow. Head office **want you on the team** that will launch our new website?
5. We could not finish the meeting. **We need your input!**
6. I am made a **booking for us**. I am not going to tell. Keep the 20<sup>th</sup> of April open!
7. What would facebook be **without your posts!**?

Regardless of your reaction to these questions, they all attempt to instil some form of purpose.

To have someone **need you or wait for you** could be meaningful. We often hear about an aged person, on his/her deathbed, staying alive until a daughter arrives 'who is on her

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way’.

We also read case studies of wealthy CEO’s of companies (or president’s of countries) only agreeing on take-overs once he/she believes he/she will still retain a meaningful position in the future. They are most often willing to **concede on price** as long as they could still have a **meaningful position** in the new organization.

So, you can help your friends, co-workers and family to get through tough times if you can instil meaning in the way that you frame your words, for example:

“By saying ‘yes’ to that contract (job, merger, trip, relationship) you could be making an **important contribution** to”

“She asked me to tell you that **she will be waiting**, she counts the days for you to come home after your jail term; in fact the dog sits at the gate, waiting for you.”

“**Who will see the customers** if you are not there?”

- **Negative use of the need for ‘meaning’**

If you want to cause even **more depression** and feelings of hopelessness, you could respond to a distressed person by saying things like:

1. “Yes, I agree. I wonder what will be the easiest way to just end it all?”
2. “Well, tomorrow you may feel better. Life is tough”
3. “Snap out of it!”
4. “Get your act together!”
5. “Don’t tell me **you messed up** again!”

People search for a sense of identity, a feeling of being substantial.

- **Spiritual dimension in the search for meaning**

People create their values in search of something that matters enough to **live or die** for, something that may even have ultimate and universal meaning such as for instance having contributed something valuable to humankind.

***Ever more people today have the means to live, but no meaning to live for.*** —Viktor Frankl

*Manie Spoelstra*

*\*Frankl, Viktor, E; Man's Search for Meaning; Hermes; 2013*