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NOTEBOOK™

Negotiator's Notebook:

USS Makin Island, Breakthroughs Where None Are Expected & Negotiation

July 2011

working with professionals developing their negotiation mastery

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Access for Negotiators

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We will never see the day when.....

In our professional and personal lives we have each experienced the "impossible". "This is the way we are/ this is the way things are/ this is the way they are..."line of judgement prevents us, our world and our organizations from reaching far. So we often reach for just a little instead.

Think about yourself, your organization, other organizations, government, special interest groups, and all those that limit what we negotiate for.

Think about a metaphor for that "it's really hard to change course when...". Bring a 40,000 ton, 850'long navy aircraft carrier to mind. Hard to turn that around.

Now consider what we know about the US Military, energy conservation and breakthrough thinking. Seems like three very separate things.

Now consider the USS Makin Island and the Green initiatives the American Navy are successfully pursuing. Energy saving, environmental protection, soldier safety and cost reduction appear to be merging in breakthrough thinking.

Check out this link on **9 Ways the Military Is Curbing Energy Use**.

<http://www.txchnologist.com/2011/hooah-for-hybrids-9-ways-the-military-is-curbing-energy-use>

The USS Makin Island is that 40,000 ton, 850'long Navy aircraft carrier. It reportedly consumes less energy than one of the fighter jets that sits on its huge decks. Our world is changing. The impossible becomes possible with vision, commitment, challenging, team effort and rethinking everything.

Next time you find resistance to transformative negotiations; ask what if it is possible? If so, what can we do to achieve that together? We can. The other side of the table just might want exactly that. The USS Makin Island; a great example.

Call to Action

Negotiate like everything is possible. Start with vision, clarity, connection, shared interests and purpose. Look beyond what is widely accepted as impossible.

Access for Negotiators

Contact Dave to have a conversation that matters leading to breakthrough negotiations.