

Negotiation AI at the Organizational Level – The Right Stuff

Using technology platforms to extend negotiation skills training to the organizational-level, and to drive a learning organization culture

By Samuel (Mooly) Dinnar

How can Artificial Intelligence help organizations learn about themselves and develop self-awareness that can translate into real cultural change? By applying Artificial Intelligence technology that connects the individual and the organizational levels, negotiators can promote a continuous learning culture of excellence.



Negotiation is both an individual skill and a team sport. In many companies, there are sales teams and procurement teams. In larger corporations, there are teams of teams. Organizations develop their negotiation learning culture just like individuals do: either by default with no learning, or by leveraging the individual learning of each of their negotiators on a daily basis.

Successful individual negotiators have learned how to develop their self – awareness, and accumulate the knowledge of effective practices and common mistakes. To do so, they practice the habits of a Negotiation Learning Loop that includes 3 healthy steps: a) preparing for a negotiation; b) detecting and responding to events at the negotiation table; and c) reflecting after-the-negotiation using a post-action-review that captures what worked well and what they might do differently next time. These lessons, learned over time, become the foundation to their individual “Negotiation Theory of Practice”. By sharing these lessons-learned with their colleagues, negotiators can become a learning team that benefits from each member’s successes and shortcomings. They learn as a team how they can support various individuals in the most effective way. Extending this process from the team level to the larger scale can help drive a culture of accountability and transparency - one that is both an organizational culture, and that is being supported from the ground up.

Over the years as a dealmaker and negotiation coach, I have found that the biggest barrier to creating such a learning culture is finding the way to make the individual preparation and debriefing steps a mandatory habit. While these are useful in training, they are soon forgotten in the regular “busy” work environment. A useful negotiation knowledge base will not be built if the reflection and reporting steps are not an integral part of operations. The system will not be used if the applicable lessons-learned aren’t easy to find when preparing to negotiate. But today, the latest developments in AI technology can assist a negotiator in finding relevant applicable tips for an upcoming negotiation, in a way that is simple, intuitive and can be used across geographies. Negotiators and leaders in today’s

time-starved settings will use a tool if it is time-efficient and user-friendly. A dedicated mobile phone application with artificial intelligence can deliver such a system.

For several years I have been collaborating with a growing technology start up called Shamaym whose mission is to do exactly this, to enable businesses turn individual mistakes into shared opportunities for constant improvement and greater success. Founded by a fellow pilot and flight instructor, Ofir Paldi, Shamaym was inspired by the experiences of the Israeli Air Force, where personal debriefing-based sharing allows entire teams to learn from each member's past performance, and to avoid repeating mistakes by taking responsibility for them. Supported by an innovative AI-based technology platform for managing lessons learned, the methodology produces fast results, leading to immediate and constant improvement in any organization.

Shamaym works with hundreds of companies in such diverse sectors as high tech, pharma, healthcare, and government, as well as the military, and creates a precise learning process tailored to fit existing conditions at each organization. The training includes self-learning, workshops, and team programs, with short and effective lessons that illustrate the importance of actionable thinking - the difference between learning and doing.

I have taught negotiation using Shamaym's dedicated app and have seen the power of implementing such a tool and methodology. I believe that with further advances in the use of Negotiation Artificial Intelligence, the process will become exponentially more effective and enable organizations to thrive in a fast-changing world, allowing individuals to learn negotiation skills while still focusing on their core businesses.

Shamaym is a Boston and Tel Aviv based company that uses agile learning solutions to improve performance and build a better company culture. Named after the Hebrew word meaning "flying sky high" to reflect the company's roots in aviation, the name also stands for its commitment to making a positive impact on society by building better communities through accountability culture, helping people further their personal and professional advancement, and helping organizations strive for excellence. For more information, please visit <https://www.shamaym.com>

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