FIELD ANALYSIS

UNDERSTANDING THE KEY PARTIES AND THEIR ROLES IN A NEGOTIATION

**General Information and Instructions**

1. Review text pages 137–139 in Chapter 4. These pages cover step 9 in the planning process, assessing the social context of negotiation.
2. The field analysis tool is helpful when negotiators have to consider multiple parties—on their own side and on the other side—who can affect a negotiation outcome, and whose needs and interests must be considered.
3. Take note that the soccer field (see diagram below) is a metaphor for a two-party multi-stakeholder contract negotiation.

**Specific Information and Instructions**

1. Assume that you are the negotiator who is tasked with a salary (on call time, step increases, overtime for captains and majors) and benefits (insurance while employed, insurance after retirement, accrual of leave time, retirement multipliers) dispute between a large municipal county with a strong mayor and the sheriff’s department for the county.
2. You are negotiating the contract on behalf of the sheriff’s office. The purpose of this activity is to give you an opportunity to construct a field analysis on your relationship with a specific other negotiator. This tool should be helpful when negotiators have to consider multiple parties—on their side and on the other side—who can affect a negotiation outcome, and whose needs and interests must be considered.
3. The field has the following stakeholders.
	1. *On the field* would be members of your team and members of the other team (A, B).
	2. *On the sidelines* are backup players, coaches, trainers, and other team personnel (C).
	3. *In the stands* are fans who are watching the negotiation, members of the media, and other direct observers (D).
	4. *The elements outside the stadium*—the location of the stadium, the weather, and other “context factors” that can shape how the game evolves and is played (E).
4. Questions are presented in identical pairs (1, 2; 3, 4; 5, 6; and 7, 8) but answers will not necessarily be the same.
5. Questions 7 and 8 have four sub-parts, which require answers in each sub-part.
6. Place your answers in the boxes provided in this form. Boxes will expand as needed.



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| YOU/YOUR TEAM | OTHER/OTHER’S TEAM |
| 1. Who is on my team on the field? (A) | 2. Who is on their team on the field? (B) |
| 3. Who is on my sidelines who can affect the play of the game? (C) | 4. Who is on their sidelines who can affect the play of the game? (C) |
| 5. Who is in my stands who are involved and interested, either directly or indirectly? (D) | 6. Who is in their stands who are involved and interested, either directly or indirectly? (D) |
| 7. What elements outside the stadium have an interest in the game or can affect our game in positive or negative ways (E)?a. Affect the rules?b. Change the climate?c. Other competitors?d. Industry shifts and changes? | 8. What elements outside the stadium have an interest in the game or can affect their game in positive or negative ways (E)?a. Affect the rules?b. Change the climate?c. Other competitors?d. Industry shifts and changes? |