

No matter where you go in life, you'll need to be equipped with the essential skills to get ahead. Everyone thinks about technology skills, communicating with people, effective writing, and the like. But, what about the ability to negotiate?

INTRODUCTION TO BUSINESS

While focusing on a Labor Relations (labor unions) unit, business students were challenged to take their **NEGOTIATIONS** skills to the next level. One half of the class represented a company's management team, while the other represented a labor union. After learning effective **NEGOTIATIONS** techniques, teams were put to the challenge when faced with the pressures found in a real-world collective bargaining environment. Each team received survey results for the constituents they represented. From here, they developed strategies to help them **NEGOTIATE** a new contract with the other side. The new contract covered everything from hourly wages and benefits to general working conditions. Students quickly learned **NEGOTIATING** involves significantly more than a brief conversation and a handshake. Throughout a week of haggling, students became immersed in playing their roles and the line between school and reality quickly became faded. For a few of the many negotiating tips from class, check out the list below.



Students develop a strategy for collective bargaining

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NEGOTIATE

THE SHS BUSINESS DEPARTMENT

4 TIPS TO BECOME A MORE EFFECTIVE NEGOTIATOR

ALWAYS THINK LONG-TERM

It's easy to take advantage of someone and get a short-term benefit. But remember, they will recall the current deal and word-of-mouth is powerful. To negotiate successfully, keep in mind the long-term benefits of a repeat customer, maintaining a lifelong contact, etc.

GO FOR A "WIN-WIN"

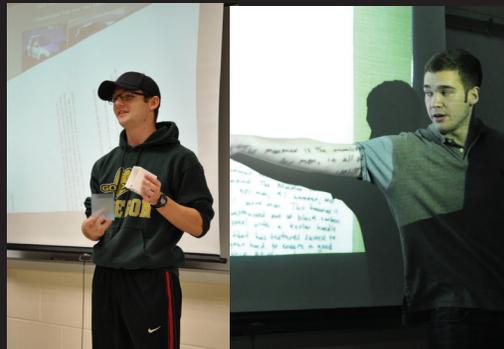
Don't just think about how YOU benefit from the deal - how can the other party benefit as well? By taking their perspective into consideration, you are fostering a mutual relationship based on dealing in good faith. Through reciprocity, a similar character trait is likely to occur on their part as well.

HAVE "THROW AWAY" ITEMS

Think about the things you REALLY want and those that are nice to have. When the deal gets tough, show willingness to bend on the items you don't want as much. By showing you will "give something up" (although you never really had it), it makes it more likely you will get the other items you do want.

LISTEN EFFECTIVELY

The best negotiators are listeners, not talkers. They perspective-take and understand exactly what the other side is looking for. By listening you can now have the other party's entire hand in your view. This is an opportunity to gain control of a negotiation.



Students Pitch Products in Marketing

MARKETING

In this quarter's team project, students created a new product or service. The teams were required to identify an appropriate target market and apply marketing strategies consistent with their audience.

Each team developed print advertisements as well as a video/audio advertisement. This included researching media rates and justifying their choice of media. Each product included a slogan, a well-designed logo, a set of premiums and promotions, and effective packaging. Students were then ready to pitch their products to the toughest of sharks.

BUSINESS LAW I

We enter into contracts for everything from purchasing a home to obtaining a credit card. The main focus in this quarter is exploring the formation of legally-binding contracts, including offers/acceptances, genuine agreement, mutual consideration, capacity, and legality.

ACCOUNTING 1

Have you ever met a business owner that was very talented when it came to their trade, but not quite savvy when it came to running the "business side" of things? In Accounting 1, students have experienced completion of the entire accounting cycle. In a recent focus on payroll accounting, students also learned how to account for payroll deductions such as medicare, social security, federal taxes, and the like.

NEW LEADERSHIP COURSE FOR NEXT YEAR

Effective Leadership Course Available for 3 Top Students

The Business department is offering a new *Effective Leadership* supplemental on-line course next year. This half-year course will only be offered to three students, beginning in the Fall of the 2015-16 school year.

Students in this intensive course will learn and demonstrate skills consistent with theories supportive to effective leadership. This is a rigorous course, requiring students to dedicate a great deal of time and effort, while they transform their leadership skills. Students will engage in case study analysis, in-depth readings, as well as one-on-one coaching from their instructor. Students will be mentored on how to become an effective leader within their on/off-campus extracurricular activities.



Students interested in taking this course must see Mr. Clement directly, prior to course signups for next year (coming up soon!). Although the course begins next year, students are required to complete a summer reading and take part in an on or off-campus extracurricular activity. Students will utilize this as an opportunity to hone their leadership skills.

This is an excellent opportunity for students to build their resume and gain leadership skills for their future career or higher education. For more information, please see Mr. Clement for a course syllabus (available now).