



SHARPER
THINKING

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THINK LIKE A NEGOTIATOR

MASTERING THE ART OF
PERSUASION FOR BUSINESS,
RELATIONSHIPS, AND LIFE

DAN FURZE

THE COMPLETE STUDY GUIDE

Master Persuasion, Communication, and Win-Win Solutions

A practical study guide for building confidence in communication, understanding human behaviour, and crafting agreements that work for everyone.

Explore strategies to stay calm under pressure and influence outcomes ethically.

HOW TO GET THE MOST FROM THIS GUIDE

This study guide gives you short, practical ways to apply skills from each chapter in your own life as you listen to or read through the book.

Read or listen to one chapter at a time
Complete the exercises immediately after
Reflect honestly – there are no perfect answers
Revisit sections over time as your thinking evolves
Focus on consistency, not speed

You can complete this guide:

Alongside the Audiobook
While reading the Kindle edition
or as a standalone reflection tool



Read on Kindle



Listen on Audible

THINK LIKE A NEGOTIATOR

1. PREPARATION IS POWER

Pick an upcoming negotiation or difficult conversation. List what you believe the other side wants. Where do your interests overlap? Where do they clash?

Write down 3 questions you need answered before you go in. Information reduces risk.

• *How differently do you feel when you go in prepared versus when you 'wing it'?*

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2. EMOTIONAL INTELLIGENCE DRIVES NEGOTIATION SUCCESS

Think of your last tense conversation.
At what exact moment did emotion take over? Note the trigger
(tone, wording, body language, insecurity).

Practice labeling what the other person might be
feeling instead of reacting to what they're saying.

 *What emotions consistently derail you – anger, defensiveness, anxiety – and what pattern do you notice?*

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3. FOCUS ON COLLABORATION, NOT CONFRONTATION

Rewrite a recent 'me vs you' disagreement in collaborative language. Change "I need X" to "How can we get to X in a way that also works for you?"

List one long-term relationship that matters more than 'winning' today. What outcome preserves that relationship?

 *When you treat the other person as a partner instead of an opponent, what changes?*

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4. COMPROMISE AS A TOOL FOR CREATING VALUE

List your non-negotiables and your flex areas for an upcoming negotiation. This lets you trade low-cost concessions for high-value wins.

Draft at least two creative middle-ground options that are actually better for both sides in different ways.

 *Where can you be flexible without actually losing what matters most to you?*

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5. ADAPT TO POWER DYNAMICS

Identify a negotiation where the other side ‘had all the power.’

Write out your BATNA (Best Alternative To a Negotiated Agreement) for your next negotiation – what you’ll do if you walk away. Just knowing it increases confidence.

 *When you feel out-leveraged, do you shrink...
or do you reframe your leverage?*

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6. CONTINGENCY PLANNING PROTECTS YOU FROM RISK

For your next deal/agreement, ask: 'What could go wrong?' List at least three realistic failure points (missed deadline, cost overrun, scope creep, silence after handshake).

Decide the condition under which you walk away entirely. Draw that line before you're emotionally invested.

 *How much safer do you feel when you know in advance what happens if things go sideways?*

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7. COMMUNICATION AND EXPECTATION MANAGEMENT

Before your next negotiation call or meeting, script how you'll set expectations in the first 2 minutes.

Write down two potential future misunderstandings and preempt them in writing. Clarity now prevents drama later.

 *Where did a past agreement fall apart because expectations weren't explicit?*

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8. CONFIDENCE COMES FROM PRACTICE

Do one 'small stakes' negotiation today: ask for a deadline extension, ask for clarity on scope, ask for a discount – not because you must win, but to build the muscle.

After any negotiation (even casual), write what went well, what you'd change, and one line you wish you'd said.
This is how you build your playbook.

 *What would 'calm confidence' actually look and sound like coming from you?*

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FINAL TAKEAWAYS

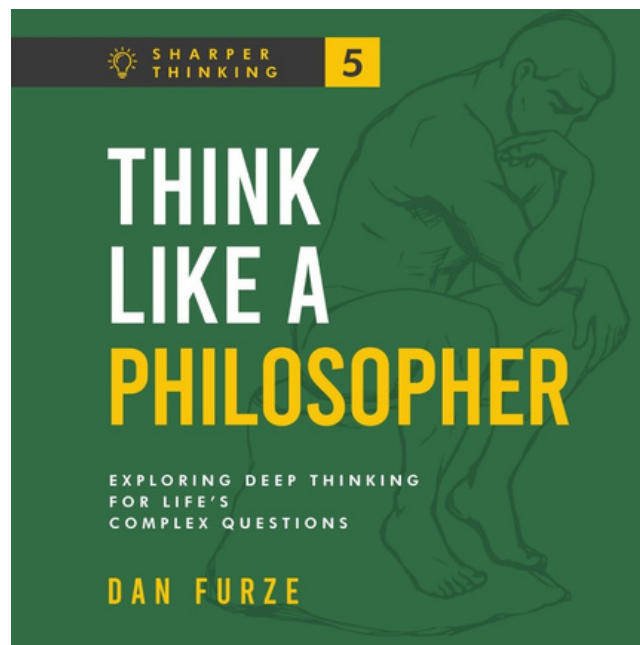
Negotiation isn't about outmuscling people – it's about creating outcomes you can live with, long term.

When you prepare clearly, manage emotion, communicate expectations, and protect your boundaries, you stop guessing and start negotiating with intent.

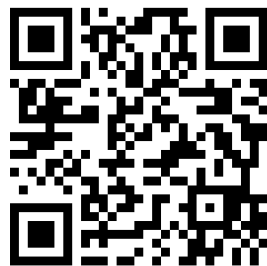
The more you practice, the more natural it becomes.



CONTINUE YOUR SHARPER THINKING JOURNEY



Next recommended read: **Think Like a Philosopher**
Ask better questions. Find deeper answers. Live with wisdom.



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Sharper Thinking books 1-4

Sharpen your mind. Strengthen your decisions. Shape your future.



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