

Strategic Negotiations and Conflict Management Review of the Practice Case Study 2



Case Study Overview

- For the Home
- Small chain of 15 stores in Arizona and New Mexico
- Store size is 3,000-5,000 feet
- Each store has 10-20 employees



Case Study – Company Growth

- Expansion
- Promoted store managers
- District positions created



Case Study – Conflict Management

This chart shows the district manager's name, position, and conflict management style.

Name	District Position Held	Conflict Management Style
Henry	District Property Manager	Accommodating
Amy	District Expansion	Competing
Wendy	District Marketing Manager	Compromising
Kevin	District Merchandiser	Avoiding
Beth	District Manager	Collaborating



Case Study – Website Development

- Expanding the website
- Store managers take care of all social media promotions
- Wendy promoted to District Marketing Manager



Case Study – Arbitration Agreement

- ▶ Nancy added an arbitration agreement
- ▶ Third party will resolve any disputes



Case Study – Return Policy

- ▶ For the Home updated return policy
- ▶ 14-day policy has created conflict with customers



Case Study - Question 1



CS2.1. Henry is renegotiating with a property management company for a lease that is about to expire for one of the For the Home stores. He is putting together a negotiation plan. What might Henry include in the negotiation plan?

- A. Why the negotiation is taking place
- B. How to achieve a win/win negotiation
- C. Who is involved in the negotiation plan

ANSWER: B

Course learning outcomes: Apply the process of negotiation in a business setting

Case Study – Question 2

CS2.12. In a training class about conflict management, Beth determines that she has a collaborative conflict management style. How can she use this information to her advantage in a negotiation?

- A. Let others take the lead with potential resolutions
- B. Put people at ease by learning more about different perspectives
- C. Make sole decisions faster than she would if others were involved

ANSWER: B

Course learning outcomes: Examine the communication skills needed in negotiation and conflict management



Case Study – Question 3



CS2.26. Wendy has been working on a plan to develop the For the Home marketing and website. The project has become quite large as she needs to update the website, plan how the products will be shipped, and hire additional staff. Is this a conflict? Why or why not?

- A. Yes; this is an intrapersonal conflict
- B. Yes; this is an interpersonal conflict
- C. No; this is an overworked employee

ANSWER: B

Course learning outcomes: Examine the communication skills needed in negotiation and conflict management

Case Study – Question 4



CS2.30. Some For the Home employees have returned items for customers beyond the 14-day return policy, which has created conflict. Is this a concern? Why or why not?

- A. No; since it occurs infrequently, it is not a concern
- B. Yes; the return policy should be reviewed to reduce complaints
- C. Yes; it might be an issue with items that employees have purchased

ANSWER: B

Course learning outcomes: Differentiate between negotiation and conflict management

Case Study – Question 5



CS2.37. Amy and Beth have developed a positive working relationship over the last few years. They use each other to discuss work problems, problem-solve, and create ideas to help them in their jobs. When a conflict arises between their jobs, they easily discuss the issue and work together to resolve it. What have Amy and Beth created a business example of?

- A. A conflict that advances the workplace
- B. A type and level of conflict management
- C. A conflict management style for others to follow

ANSWER: A

Course learning outcomes: Apply the process of negotiation in a business setting

Conclusion

- Case study 2
- Strategic Negotiations and Conflict Management
- Review of five exam questions
- Conclusion

