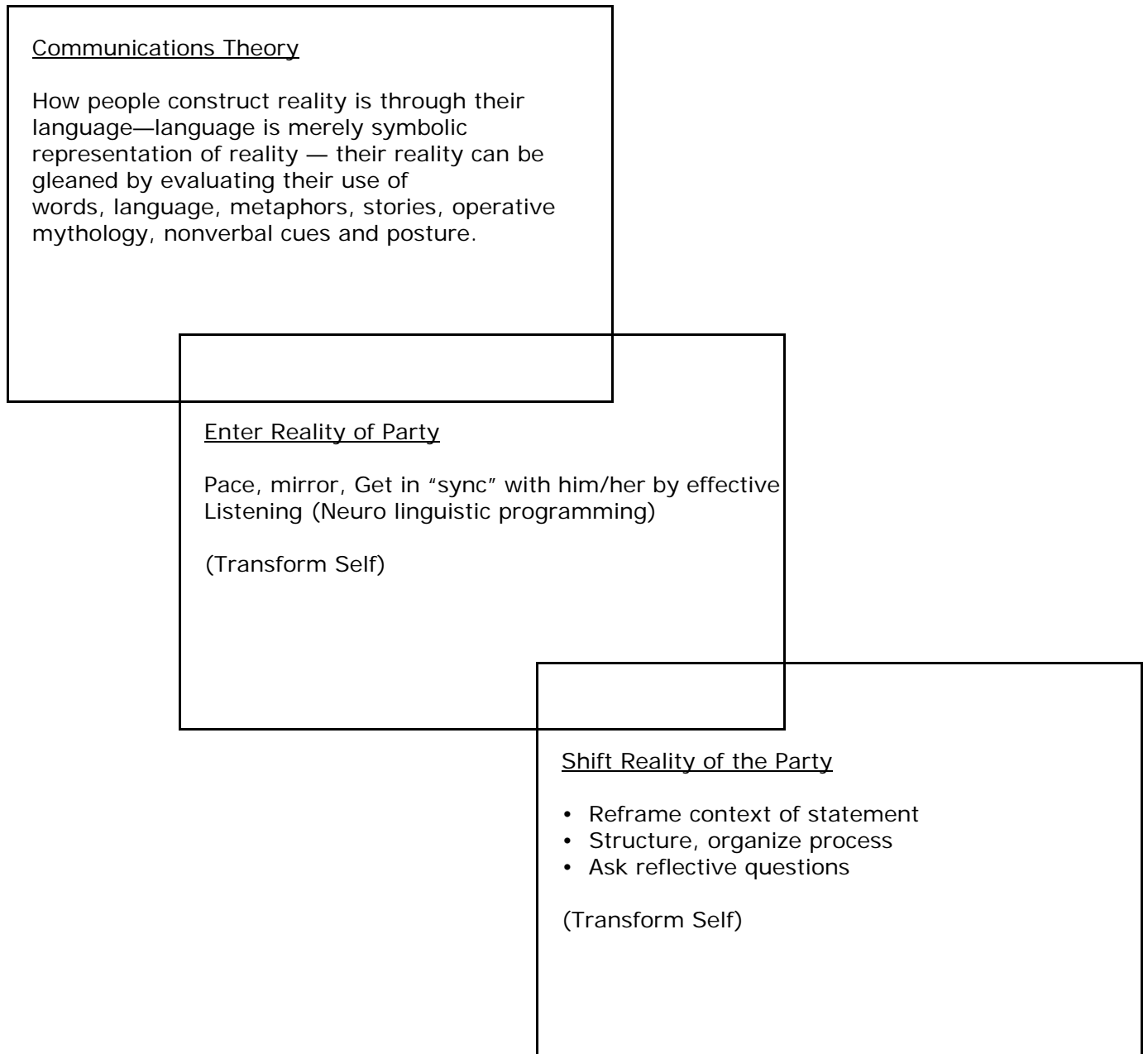


COMMUNICATIONS THEORY AND PRACTICAL APPLICATIONS



Before a shift can occur, the mediator/negotiator must sufficiently engage the party – enter their reality. To merely say, “that’s in the past, we need to talk about the future,” will not typically work.