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# Effectiveness Of Maintaining Negotiation And Advocacy

## Introduction:

The effectiveness of maintaining negotiation between parties has been depicted through this essay. As it cannot be denied that while running a business entrepreneur or senior authorities often faces the necessity of maintaining negotiations with their allied parties. These negotiations can be placed between internal parties as well as within external parties. Effective negotiation helps two or more parties work according to the conditions that are generally created during the negotiation (Hagan, et al., 2017). On the contrary, it can be included that negotiations and advocacy also assist members or participants to obey the commands of both parties and if anyone finds disdaining the provisions of the negotiations then the both parties can take legal actions against the very person or groups as well. To deliver a detailed picture regarding how negotiations and advocacy can be proved as a beneficial factor the case study of Magic Carpet Airlines has been added here.

## Main Body:

### Identification of the key stages, strategies and tactics that are used by parties in the negotiation:

According to the case of Magic Carpet Airlines, it can be stated that after acquiring the Regional City Airlines in 1987, both Magic Carpet Airlines (MCA) and Regional City Airlines (RCA) faced the necessity to conduct a negotiation for the sake of their flight attendants. The massive inclusion led several flight attendants to contact with the League of Flight Attendants. Hence, the first negotiation between MCA and LFA took place in 1989 where past practices of the Regional City Airlines have been deemed and valued by both parties. The 2001 contract negotiation contains certain effective stages in which every unions and members of the both parties such as MCA and LFA shared their views (Mazei, et al., 2015). At the first stage the LFA negotiation committee members represented their bargaining objectives through the negotiation as well. LFA presented here a standard rate of wages for the flight attendants and mentioned that these wage rates has entirely generated as per the standard of the industry. LFA in this negotiation also mentioned that they anticipate making proper rules for the wages of flight attendants and other staffs of the MCA so that employees can retain wages in accordance with their working hours. A survey has been conducted during the negotiation where flight attendants were asked to deliver certain answers according to the provided questioners. During the Survey it has been noticed that most of the flight attendants seek job security, layoff protections and sick leave allowances as well. Hence, evaluating the answers of the survey the negotiation committee was able to generate two effective objectives such as a necessity to increase the current wages of the flight attendants and acute requirement to increase the job security. Accounting these facts the committee also introduced a duty rig clause so that employees can receive wages according to their duty hours. Additionally, the committee also proposed attractive and wealthy health care package and for the employees those work in the holidays, double time wages have been proposed.

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## **Strategies that are used by parties in the negotiation:**

It has been noticed that during the negotiation committee was adhered to four strategies such as making union members aware regarding the current situation, allowing union member to involve directly in the negotiation, taking persuasive steps in order to make company believe about the seriousness of union's expectation, and minimizing the possibilities that can provoke internal conflicts and issues. The first strategy that has been used in the negotiation embarked the necessity of informing the union members regarding the decisions and effective steps that has been proposed during the negotiation. Therefore, to inform union members, the negotiation committee also sent mails after the session so that the union members can be able to understand the current decision and the factors that have been covered in the negotiation as well (Hollander-Blumoff, 2016.). The second strategy of the negotiation revealed the necessity of involving the union members. To encourage the concept of the negotiation, the negotiation committee has printed the slogan "we make the difference and they make money", on T-shirts, pen and other things. In this section Create Havoc Around our System or CHAOS has been proposed where union members have shown strong willingness to add public aid tools and also highlighted the importance of enlisting creative tactics through which they can coerce the management to mitigate the disputes easily. The third strategy depicted that the company must deem the acute requirement of the internal staffs hence they should value LFA and their commands seriously. The necessity of accepting each team members' point of view was disclosed by fourth strategy.

## **Effectiveness of the negotiation:**

While evaluating the proposal that has been showcased in negotiation, it can be stated that those proposed clauses were effective enough to mitigate the internal conflicts. As the primary objectives of the negotiation committee were related to the increment in wages through implementing the duty rig provisions and creating job security for the flight attendants as well. Analysing the final outcomes of the 2001 agreement it can also be added that the duty rig offered has been considered by the members and the negotiation has also led a hike in hourly wages, which was decided to be \$14.50 for the new hires and \$22.00 per hour for the employees who completed their five years in the company. To enhance the job security 'Me too' clause has been proposed and the fact that attendants will be treated as same as the pilot and other staffs, has also been valued through the session. Additionally the outcome also broadcasted an attractive hike in the shoe and uniform maintenance, but in some cases the conditions found ineffective such as leave and wage related hikes and etc. because the amount that has been declared in the outcomes were not at all similar to the amount that has been proposed earlier.

## **Conclusion:**

In this essay the effectiveness of negotiations and advocacy has been highlighted. Negotiation enables parties or members of an organisation or a firm to resolve their issues through communicating with each other. The following essay manifested how both parties such as LFA and MCA represented their points of views and desires through a proposal. Similarly, the stages and strategies that are required to take the final decision in accordance with the presented proposal have also been shown here.

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