



Stanford eCorner

A Word of Caution Against Forceful Negotiations

Steve Young, *Former NFL Quarterback*

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Young cautions against using a sword and whip with negotiations. He believes that this type of negotiation tactic has diminishing returns. Instead, he strongly advises that entrepreneurs not lose their values for the sake of winning a deal.



Transcript

I've seen people negotiate with a sword and a whip and be successful. I won't say that it gets you over time because I've seen people do it for a long time and be successful. But I can tell you that the value of negotiating that way has diminishing returns about it. It is an eternal law. As you guys learn about negotiations and finding ways to get a "Yes" for yourself, there are going to be great goals out there for you, whatever it is - Super Bowls for yourself. I just want to be the first example of how you shouldn't let your negotiation and winning lose yourself. It's a damaging place to live. I'm grateful for football that taught me all those different lessons. I could have never learned as quickly or as effectively if it wasn't for fifty guys and another fifty guys on another side, the lights are on, the millions that were watching and the game itself. I am grateful.

It was the perfect place to learn about negotiation.