

Unlocking the Art of the Deal: A Review of Mike Clayton's 'How to Negotiate' □

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PMG's 'Summer Reads' Series

If you're anything like me, a project practitioner navigating the daily currents of deadlines, deliverables, and diverse personalities, you might be surprised to learn just how much of your professional life is, in fact, one big negotiation. From hammering out **contracts** and resolving **disputes** to simply managing **team dynamics**, the art of the deal is woven into the very fabric of what we do.

And that, my friends, is precisely where Mike Clayton's "How to Negotiate" steps in as an absolute **must-read**.



Mike takes you on a wonderfully **pacey journey** through the intricate landscape of negotiation. He doesn't just tell you what negotiation *is*; he clarifies what it *isn't* and, crucially, why mastering it is so profoundly important.

One of the book's most insightful contributions is its dive into the **psychological barriers** that often prevent us from achieving better outcomes. Ever found yourself stuck in a **negative spiral**, convinced you're losing, only to realize later you missed crucial wins right within your grasp? Mike shines a bright light on these all-too-common pitfalls, often rooted in **false narratives** and a **one-sided perception of what it means to 'win.'** It's a refreshing dose of hard truth delivered with clarity.

For the consultants among us, who, let's be honest, adore a trusted **'2 by 2' matrix** and a neat **distribution model**, this book will feel like coming home. Clayton sprinkles these analytical gems liberally throughout, providing structured frameworks to dissect and understand negotiation scenarios. But fear not, hardened project managers! You haven't been forgotten. The book is also a treasure trove of **checklists**, guiding you step-by-step through the entire negotiation process. From **setting your ground rules** and **crystallising your position** to the subtle art of **gaining rapport with your adversary**, and even **finding your voice and moderating your language**, Clayton ensures you're equipped. He then moves on to the strategic identification of your **leverage** and, finally, the sweet satisfaction of **achieving resolution**.

Spanning a fascinating 214 pages, Mike Clayton's "How to Negotiate" truly is a **masterclass**. It's not just a book; it's a practical guide that will undoubtedly reshape how you approach every interaction, making you a more effective and confident project practitioner. So, grab a copy, and prepare to turn those everyday conversations into strategic triumphs!

We are delighted to offer 5 copies of this book to PMG subscribers, so you can find out just how good this book is. **To get your hands on a free copy, (1) Simply get 10 or more friends or colleagues in your network to sign up to the PMG Newsletter. (2) Just send them the link embedded and 3) Encourage them to sign up to our free weekly newsletter. (4) Drop the team at PMG a note at**

nicola@pm-global.co.uk with your recommended names (only), and we will check them against our database. (5) Confirm the book you'd like us to send you, your postal information. Closing date 14th September. GOOD LUCK! And happy reading!

Note: Should we get more winners than books available, we will use the tie break of the **top 5 subscribers** with the most new 'signups'. The competition will run across our entire summer reading series, so please note the book or books that you would like us to send to you, when contact us. The books are free, but P&P will be charged.



My link for international Amazon purchases is: <https://geni.us/HowToNegotiate>

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