

Collaboration Works!

**25+ Years of Structured Negotiation
to advance digital accessibility**

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Today's roadmap

- What is Structured Negotiation?
- Structured Negotiation stories
- Elements of Structured Negotiation
- Key Structured Negotiation elements for digital accessibility
- Why it works [secret sauce]

What is Structured Negotiation?

- 1995 - 2022

- A collaborative way to resolve legal claims **without** lawsuits

- 2016-2022

- A way to collaborate **after** a lawsuit is filed
- Strategies to advocate for accessibility **unrelated** to law

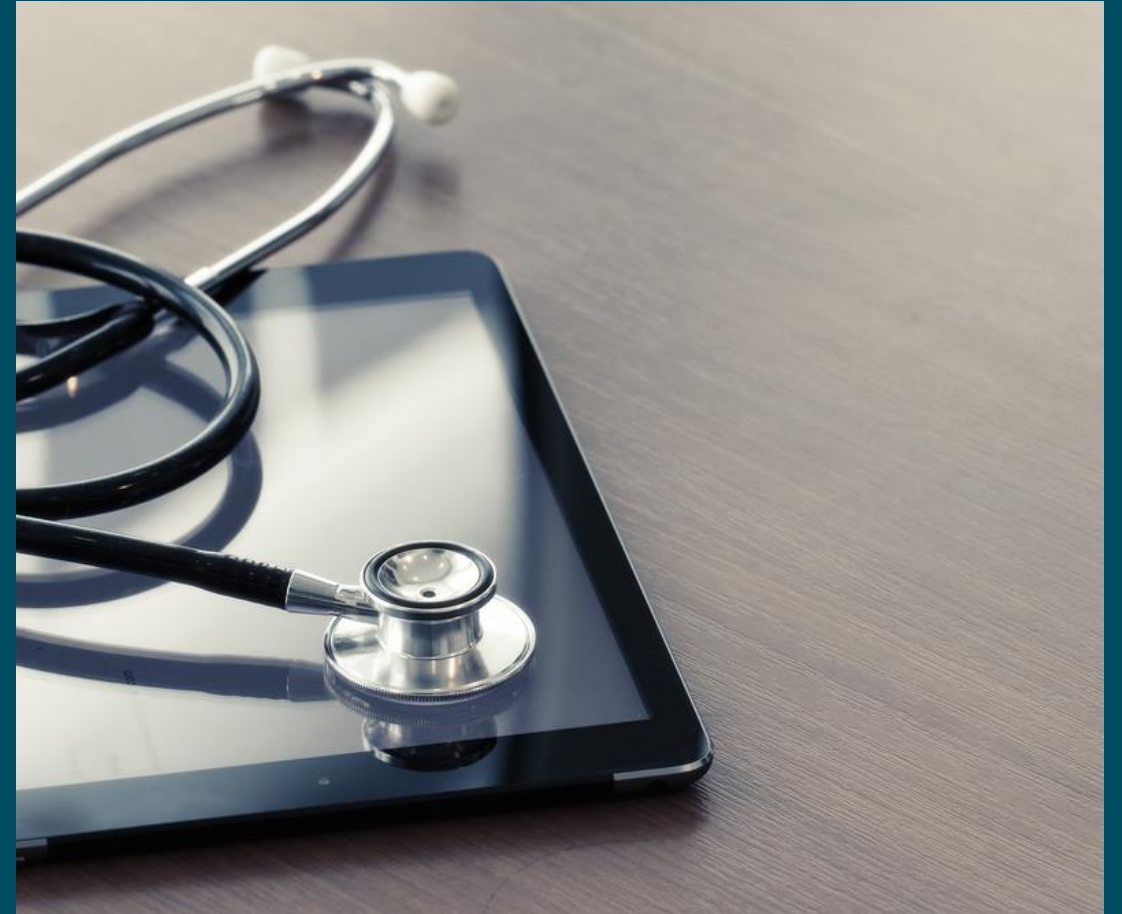
A background image of two dolphins swimming underwater, rendered in a dark blue, semi-transparent style. The dolphins are positioned behind the text, with one slightly above and to the left of the other.

Structured Negotiation Stories – lawsuit alternative

Roots in financial sector accessibility



Health sector win-wins



Public sector | higher education



Groceries and Major League Baseball



A background image of two dolphins swimming underwater, rendered in a dark blue, semi-transparent style. The dolphins are positioned behind the text, with one slightly above and to the left of the other.

Structured Negotiation Stories – inside a lawsuit

ADP and San Francisco Lighthouse



A background image of two dolphins swimming underwater, rendered in a dark teal color scheme. The dolphins are positioned behind the text, with one slightly above and to the left of the other.

Structured Negotiation Stories – not related to law

Sassy Outwater - Wright says . . .



“I have to bring people to the table to work with us and value the disability experience. Structured Negotiation helps me remember that attitude is a huge part of both leadership and advocacy”

Josh Kim says. . .



“Not putting folks on the defensive, using persistent and positively framed language, sticking to facts without overdramatizing, modeling trust expected from others . . . the list goes on and on. The Structured Negotiation strategies are all so relevant to the way we should collaborate in the design process with internal team members and leadership. “



Structured Negotiation Elements

The “Structure” part 1



- Get your advocacy team on the same (collaborative) page
- Opening letter
- Ground rules
- Information Sharing
- Expertise

The “Structure” part 2



- Drafting agreement
- Money
- Media strategies
- Monitoring | implementation

Key Structured Negotiation elements for digital accessibility

A background image of two dolphins swimming underwater, rendered in a dark blue, semi-transparent style that blends with the background.

Invitation to negotiate



Explain the problem

- Tell a story
- Focus on people with disabilities
- Law without emotion
- Honesty + transparency
- Be positive



Find the Lion



Hold useful **meetings**



- Topics + **sub-text**

Center Disabled People

“Disability awareness is now in the DNA of our company in part because we remember dealing with your individual clients. I remember Lori Gray who couldn’t use braille and needed audio format—I will never forget her, and I’ve often told the story of that meeting to others in the company. They will never forget her either.”



A dolphin is shown in mid-leap, its body arched and its tail visible above the water surface. The dolphin is rendered in a dark blue silhouette against a lighter blue background. The text is overlaid on the dolphin's body.

“Most holy-st moment of
my career”**

Experts without battles

- Agreed on experts
- Disabled employees / community



Big changes require small experiments



A background image of two dolphins swimming underwater, rendered in a dark blue, semi-transparent style. The dolphins are positioned diagonally across the frame, with one slightly ahead of the other. The text "Why it works [secret sauce]" is overlaid in the center, with "Why" in yellow and the rest in white.

Why it works [secret sauce]

Foundation of Structured Negotiation

- Collaborative **language**
- Collaborative **mindset**



Words Matter

- Plaintiffs
- Defendant

neg-li-gence (neg'li-jenṣ) *adj.* [ME. < OFr. *negligence* < L. *negligentia*] 1. habitual carelessness; negligent; specif., a) habitual carelessness in manner, being negligent; b) carelessness in manner, being negligent; 2. an instance of such failure, indifference 3. Law failure to use a reasonable care when such failure results in injury to another

neg-li-gent (-jənt) *adj.* [ME. < OFr. *negligens*, prp. of *negligere*: see NEGLECT] failing to do the required thing; negligent; lax, inattentive, or indifferent —SYN. **neg'li-gent-ly** *adv.*

neg-li-gi-ble (neg'li-jə-b'l) *adj.* [< L. *negligens* + *-ible*] that can be neglected because small, unimportant, etc.; trifling —SYN. **neg'li-gi-bly** *adv.*

ne-go-ti-a-ble (ni-gō'shē-ə-b'l, -shə) *adj.* [< L. *negotium*, a transaction] 1. legally transferable; specif., a) legally transferable by endorsement or by proper delivery of notes, checks, etc. b) that can be transferred, etc. —**ne-go'ti-a-bil'i-ty** *n.*

ne-go-ti-ate (-shē-āt') *vi.* -at'ed, -at'ing 1. to carry on business; to discuss with a view to reaching an agreement (negotiable paper) 2. to bargain; to reach an agreement (negotiating) 3. to succeed in moving through, etc. [to negotiate]

ti-a'tor *n.*

ne-go-ti-a-tion (ni-gō'shē-ā'shən) *n.* [often pl.] 1. negotiating; specif., [often pl.] bargaining to reach an agreement

Attitude Matters



You don't need to *act* like a shark



Be a dolphin instead





The Structured Negotiation mindset [Dolphin qualities]

Active patience (and its challenges)



Don't make assumptions and be kind



Find the "yes"



"I stood on a mountain of
no for a yes"



Be curious [and dismantle] about fear

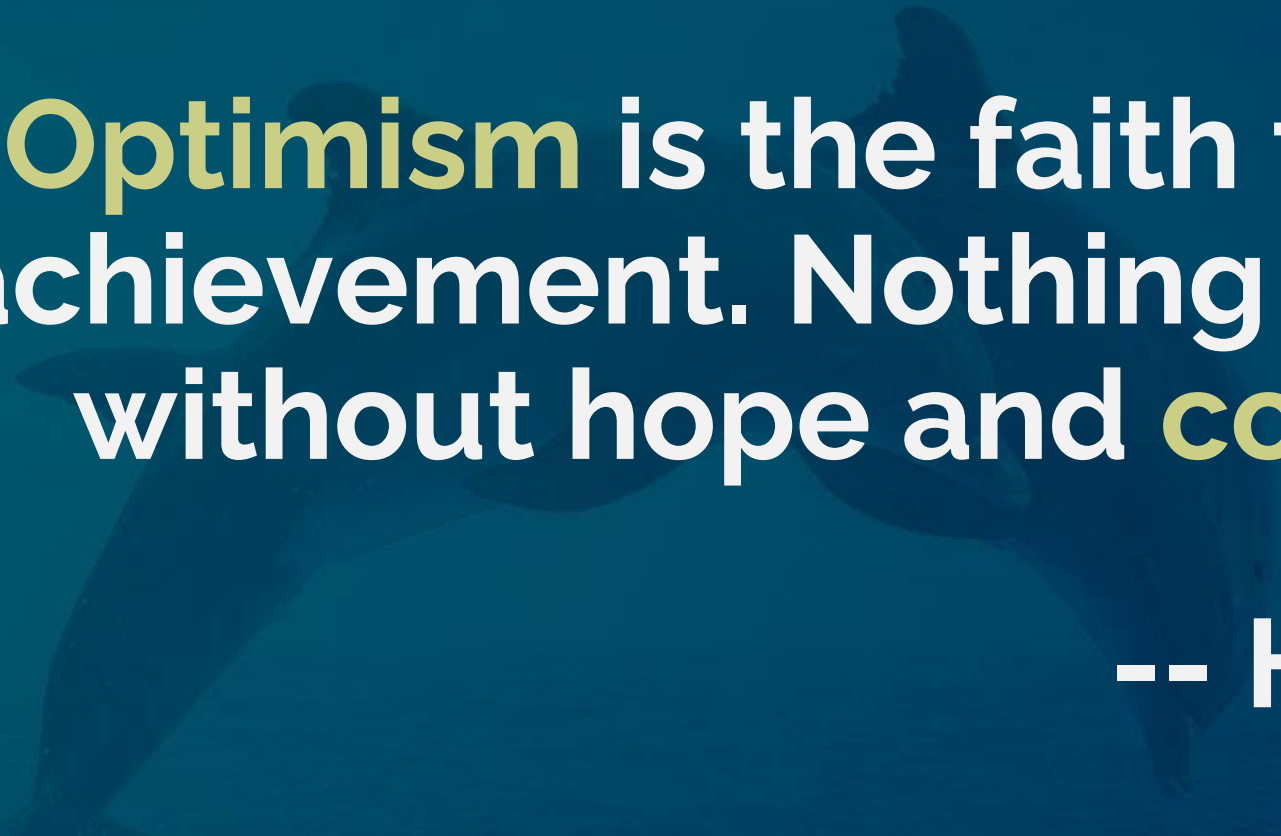


Listen



Empathy and flexibility





“**Optimism** is the faith that leads to achievement. Nothing can be done without hope and **confidence**.”

-- Helen Keller

Trust and relationship



Learn more . . .



Stay in touch!

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