

◆◆◆◆ : Nordic  
◆◆◆◆ : Negotiation  
◆◆◆◆ : Hub

Negotiate & Co-Create  
Strategy & Rules of the Game

# How **T**rust affects long-term **P**artnership



2026 May 7



 the SMARTnership negotiation organization **Gražvydas Jukna**  
[www.nnhub.org](http://www.nnhub.org)



# Dalia Grybauskaitė

Lietuvos Respublikos prezidentė (2009-2019 m.)

Pokalbį moderuoja: Gražvydas Jukna „Nordic Network“ kūrėjas



Shift your mindset when  
approaching negotiations.

TRUST IN

SMARTNERSHIP.<sup>TM</sup>

The world's most awarded negotiation  
strategy



# How we create trust?

88%

55%

49%

Believe Trust is needed  
in negotiations

Sharing information

Manipulating

# Are Lithuanians good negotiators?

70%

Never had professional  
negotiation training

20%

Had negotiation  
training more than 2  
years ago

10%

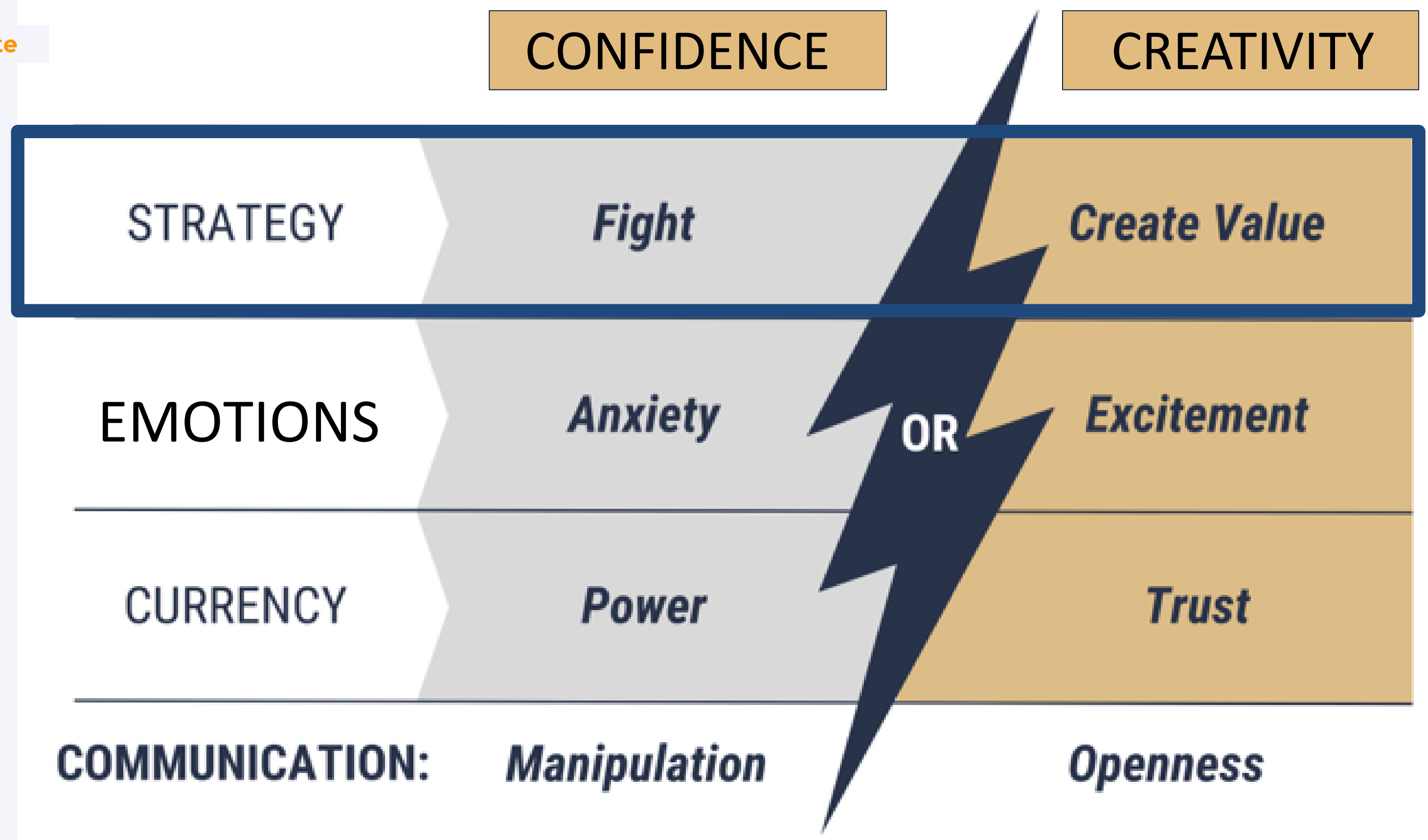
Had negotiation  
training in the last 2  
years

Theme

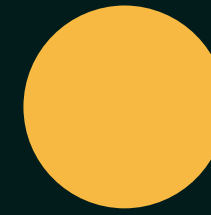
NEGOTIATION

STRATEGY

What is your company negotiation strategy?



# Making a Strategy Choice



Partnership  
Limited disclosure  
minimal trust.

Zero-sum game  
Fighting to win at  
the expense of  
your counterpart.



**SMARTnership™**

Find the true potential.  
Creating added value up  
to 42%.

# DEFINITION OF TRUST

”

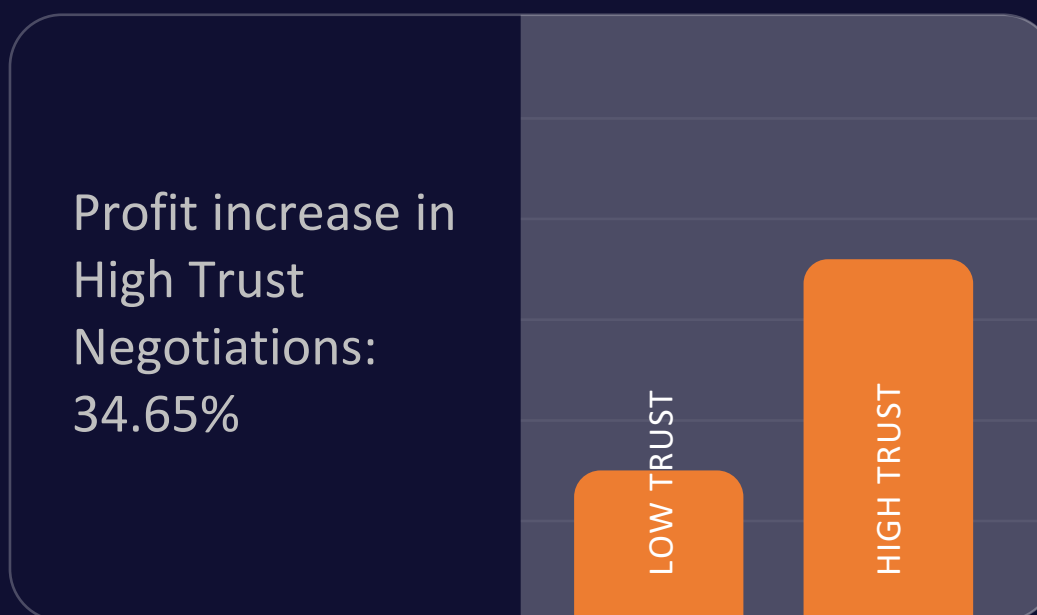
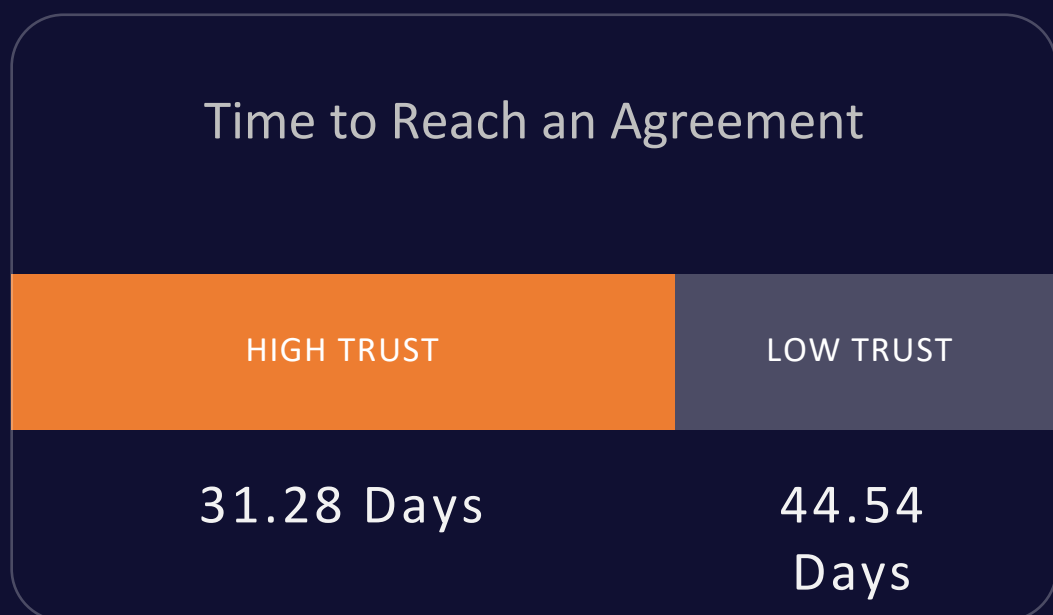
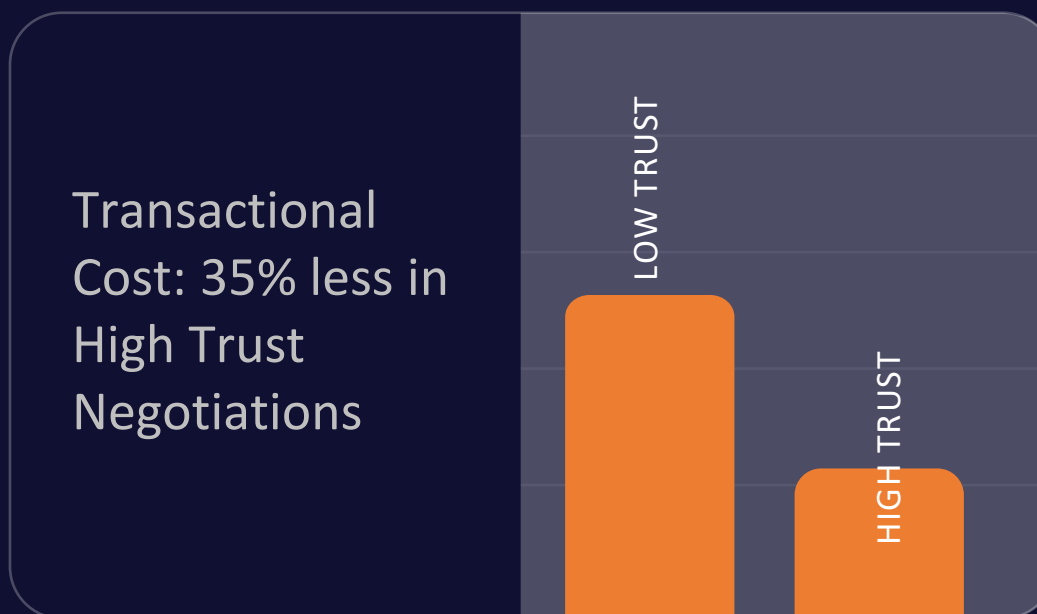
A Psychological State Comprising The  
Intention To Accept Vulnerability  
Based On Positive Expectations Of  
The Intentions Or Behavior Of  
Another

“

*“Not So Different After All: A Cross-Discipline View of Trust” (1998)*



# Doctoral research



# Lowest level of trust considered by a foreigner

RUSSIA

CHINA

TURKEY

KUWAIT

IRAN



# Highest level of trust evaluated by a foreigner

JAPAN  
SWITZERLAND  
NORWAY  
SWEDEN  
FRANCE



# HOW TO BUILD TRUST IN NEGOTIATIONS

## Tips for Building Trust



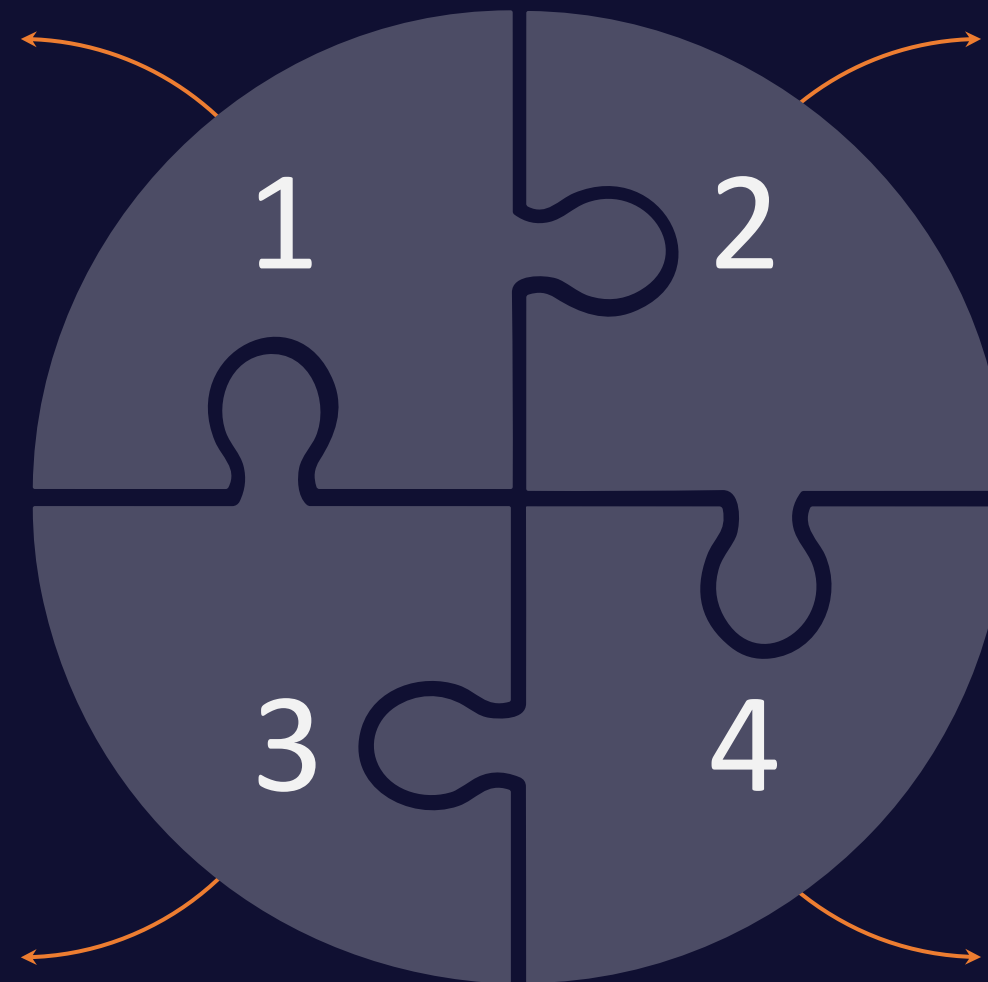
# BUILDING TRUST IN NEGOTIATIONS

## Open Communication Works Best

Establishing open communication with the other party can help build trust in negotiations.

## Demonstrate Consistency and Reliability

Be dependable and consistent with your actions and messages to gain the trust of the other party.



## Be Transparent with Information

Sharing information about your intentions and expectations can help build trust with the other party.

## Understand the Other Person's Perspective

Consider their needs and concerns throughout the negotiation process to build a relationship of trust.

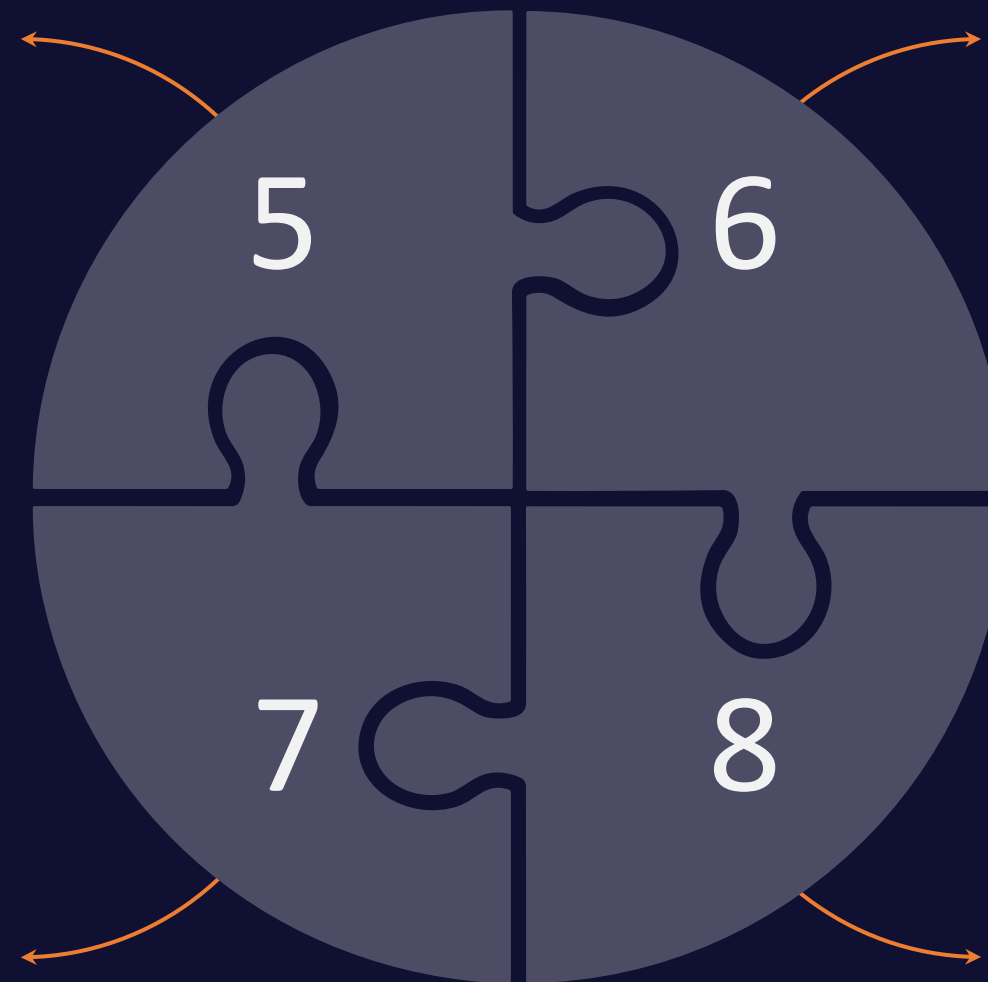
# BUILDING TRUST IN NEGOTIATIONS

## Building Rapport

Establish a connection beyond just the business terms.

## SMARTnership™

Focus on creating solutions that benefit all parties, not just one-sided gains.

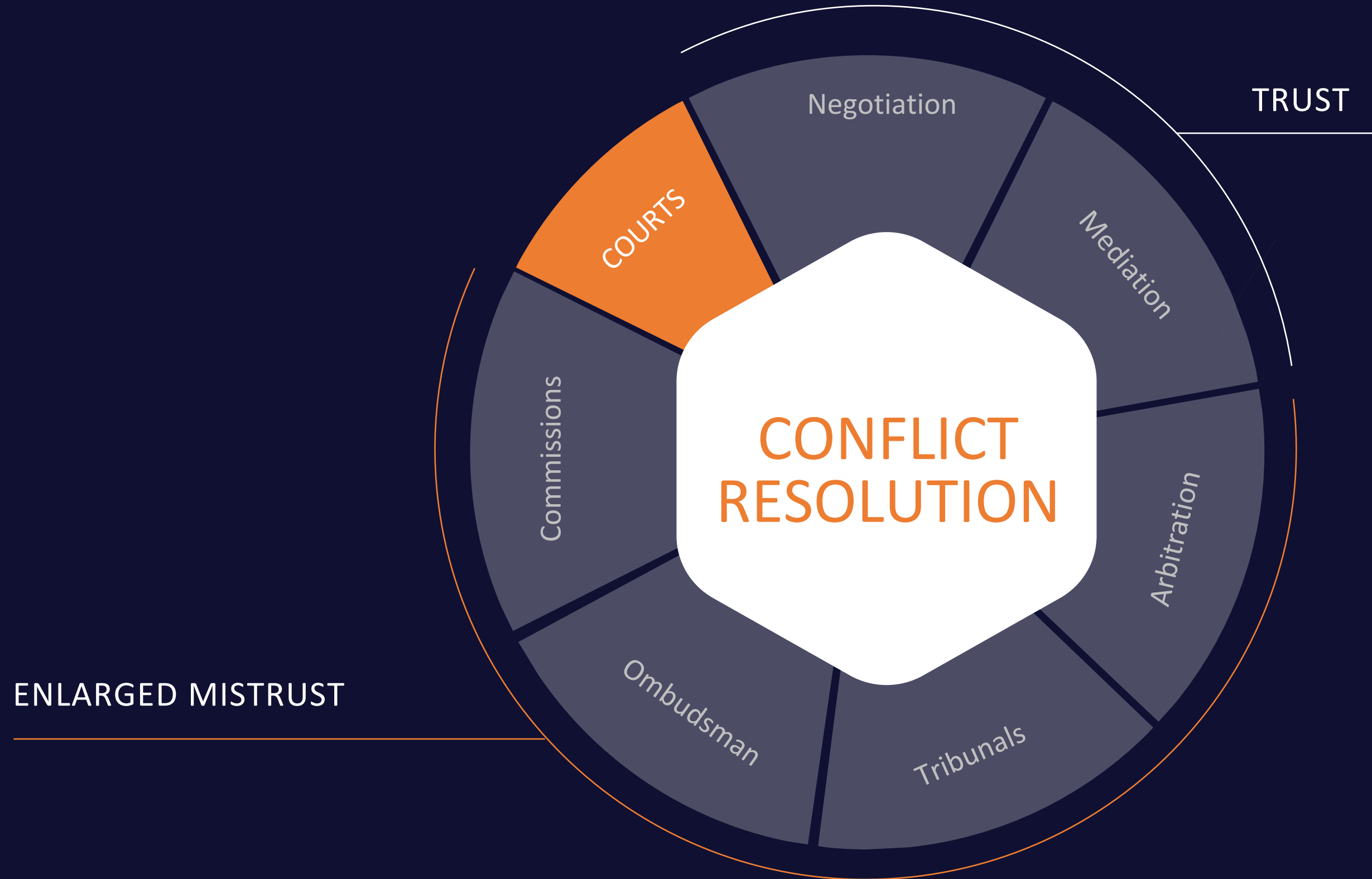


## Active Listening

Demonstrate genuine interest in the other party's needs and concerns.

## Verbalize Trust

Put trust on the agenda.





# THE REAL DEAL

TIME CONSUMPTION *VS.* AGREEMENT



World Commerce & Contracting





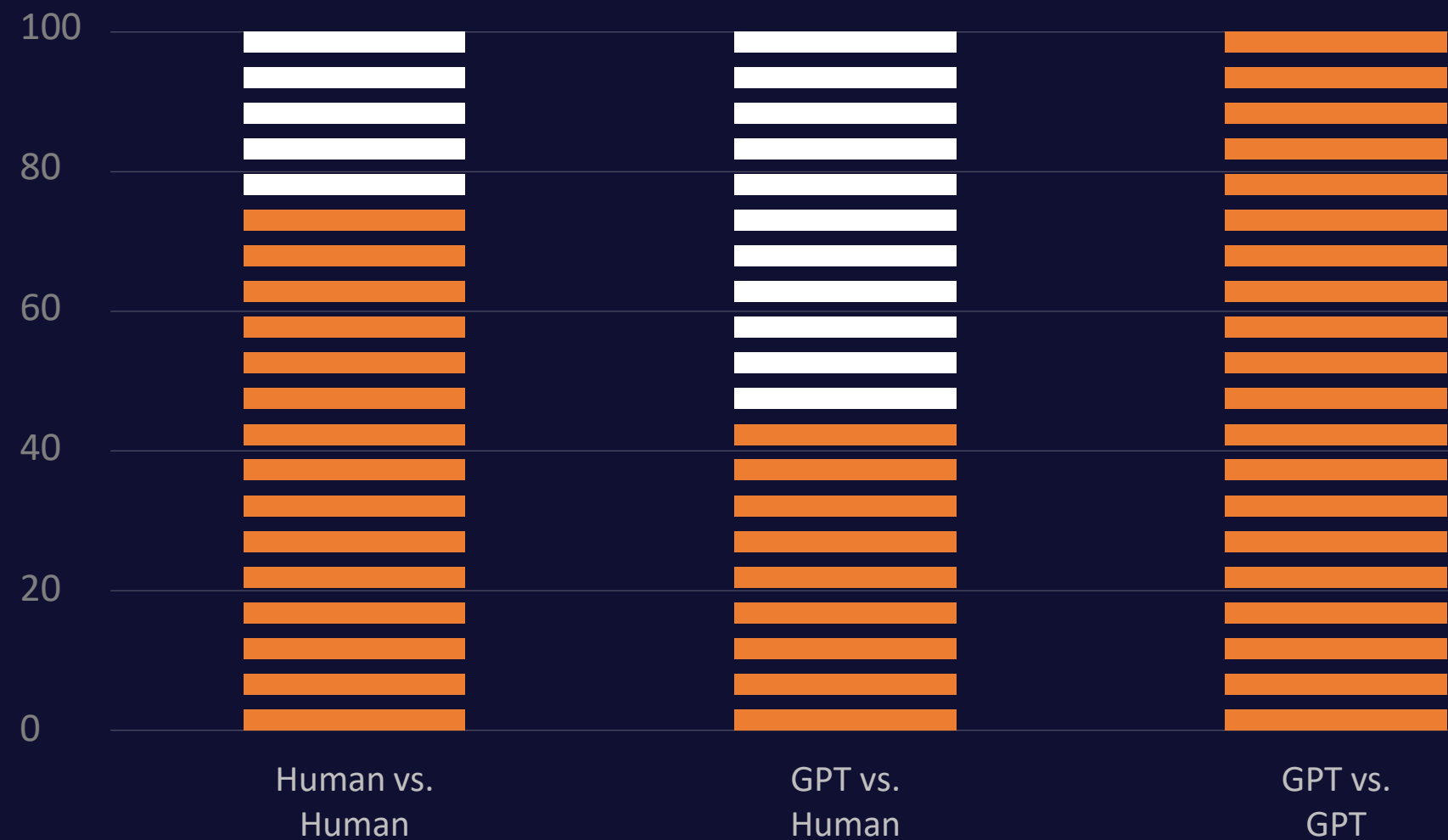
# THE REAL DEAL

OPENNESS, TRANSPARENCY,  
COLLABORATIVE



World Commerce  
& Contracting

## COLLABORATION



# Agreements in the new Era

TrustTelligence™

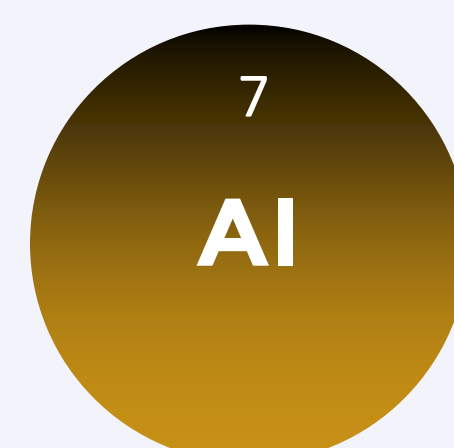


Body Intelligence

Emotional Intelligence

Spiritual Intelligence

Artificial Intelligence



Intelligence quotient

Social Intelligence

Creativity Intelligence

◆◆◆◆ : Nordic  
◆◆◆◆ : Negotiation  
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Negotiate & Co-Create

# NAUJAUSIA KNYGA

## Lietuvių kalba

„**DERYBOS**

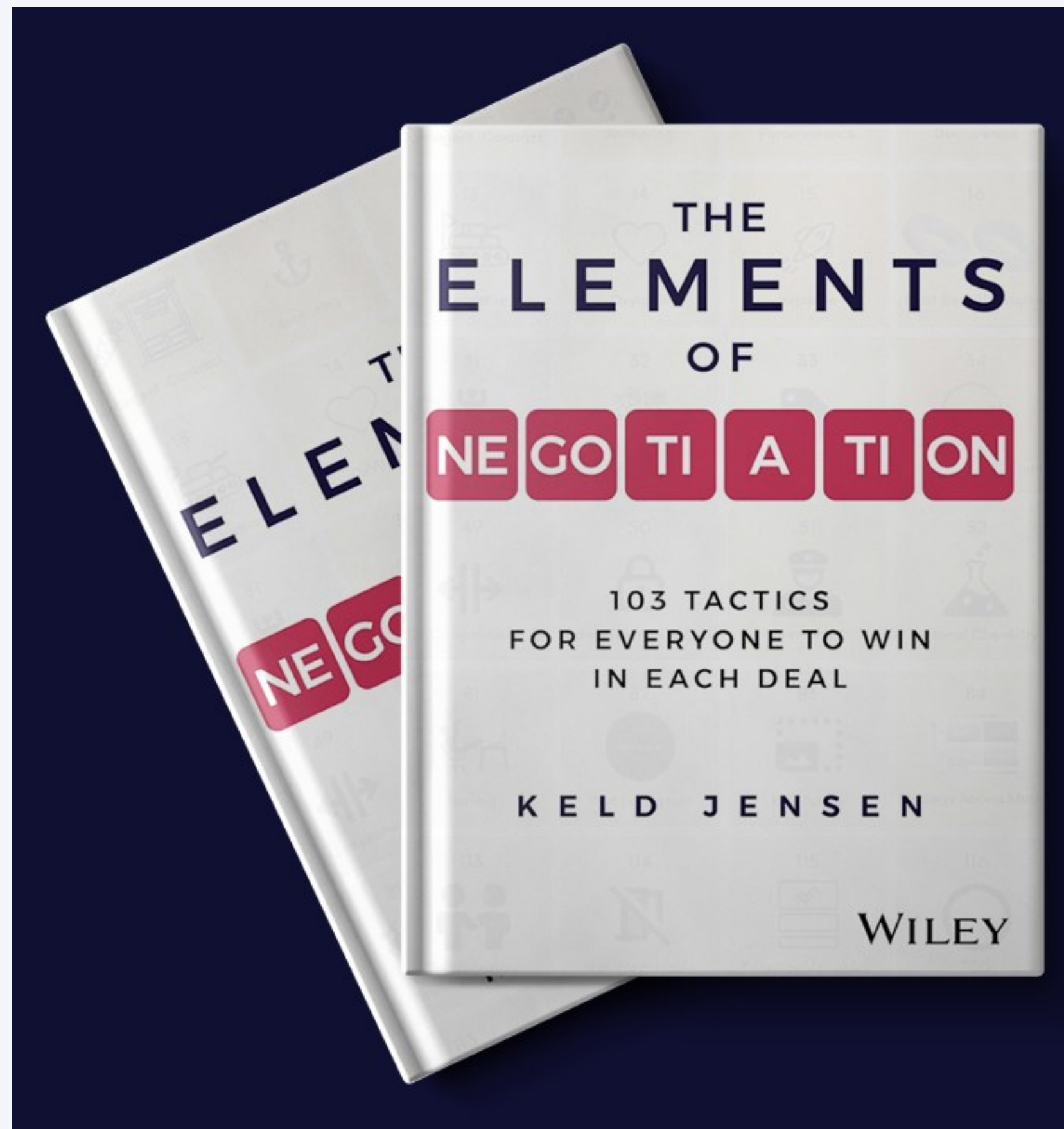
Naujas požiūris į  
susitarimus“



### ŠIOJE KNYGOJE:

- Išplėstas Derybų suvokimas
- Paašškintos Derybų strategijos
- TRUSTELLIGENCE konceptas
- 8 žingsnių metodas, kaip iš derybininko tapti derybininku PRO
- Asmeninės įžvalgos ir praktinės derybų istorijos

<https://nnhub.org/lt/knygos/>



MORE ABOUT POTENTIAL DEVELOPMENT

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