Step to their side:

* Create a favorable climate
* Defuse the anger, fear, hostility, and suspicion
* They expect you to attack or resist, do the opposite
* Listen, acknowledge their points, agree wherever you can
* Don’t argue
* Don’t close your ears to your opponent
	+ This could cause stalemate
* Reverse their dynamic
* To get them to agree with you, first agree with them
* Do not get involved in dialogue of death
* Reflect back what you hear, paraphrase
* Acknowledge their point
	+ Gets a common understanding
	+ Let’s them know their point has been heard
	+ Tone and body language
* Adapt to the communication style
* “Yes, and” not “but”
* “I” statements rather than “You” statements

When Ury talks about “Stepping to their side,” his suggestion is to understand the opposing view and build a climate that allows for negotiation. Ury spoke of five main points: create a favorable climate, defuse the anger, don’t resist, listen to their viewpoint, and do not argue. Communicate with the opposing side by using the words “yes, and” instead of using “but.” A tone of optimism creates a positive environment for an open discussion of differences.