



The greatest
negotiator of all
time

Thomas Shelby



Context

- Thomas Shelby is the main character in Netflix's "Peaky Blinders"
- The show is centered around Shelby's gang, the Peaky Blinders, who seek to expand their business empire in post-World War I England
- Thomas, often referred to as "Tommy," establishes himself as a strong negotiator throughout the show as he can often steer clear of conflict through various strategies that he implements

His 7 Negotiating Principles

- Non-Reactivity
- Research the Opposition
- Bases of Power
- Ignore the Anchor
- Compromise
- Understand the Other Party's Desire
- Create Leverage



Negotiation Clip



1. Compromise



- In the previous clip, he compromises by wagering something he deems of equal value, which is the opposition's daughter.

2. Non-Reactivity & Body Language



- Open
- Calm
- Slow Movements
- Relaxed
- Never In a rush
- "Late Night FM" tone of voice when negotiating



3. Researching his Opposition

- This tactic is used numerous times
- It proves to be effective because it puts him in a position of power showing Tommy knows information, they initially thought he didn't know.
- Example: Interrogation Scene



4. Bases of power

Reward/Coercive Power

- Tommy utilizes the “Carrot and Stick” tactic to help establish his position by offering rewards(carrot) or issuing threats(stick). He uses this tactic to successfully negotiate with Lord Suckerby in Season 5 when he was able to get the full amount of money he desired.

Legitimate Power

- Because of Tommy’s position as the leader of the Peaky Blinders gang, he is in a position of great power to influence not only his direct followers(gang members) but also people outside of his group.

5. Ignore the Anchor



- This tactic is used in negotiation when the first offer is expressed, and the other party deflects the offer to gain back control of the negotiation.
- Example: Deal Breaking Scene

6. Understand the other party's desire



Thomas Shelby Understands

- His own desires
- His oppositions TRUE desires
- His oppositions fears
- How to attain the oppositions desire
- How to punish the opposition with their own fears
- Example: Billy Kimber Bar Scene



7. Creating Leverage

- Creates leverage by remaining calm in situations where others would show fear
- Creates leverage by negotiating from an offensive position and putting the other party in a position where they need him
- He creates leverage by being willing to walk away
- He creates leverage by turning an enemy into an ally
- Example: Fake Bomb Scene



**"We take it
by friendship and
love, we take it
by compromise,
or we take it by
force. Regardless,
it is ours. By the
order of
the Peaky
Fu**ing Blinders."**