

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

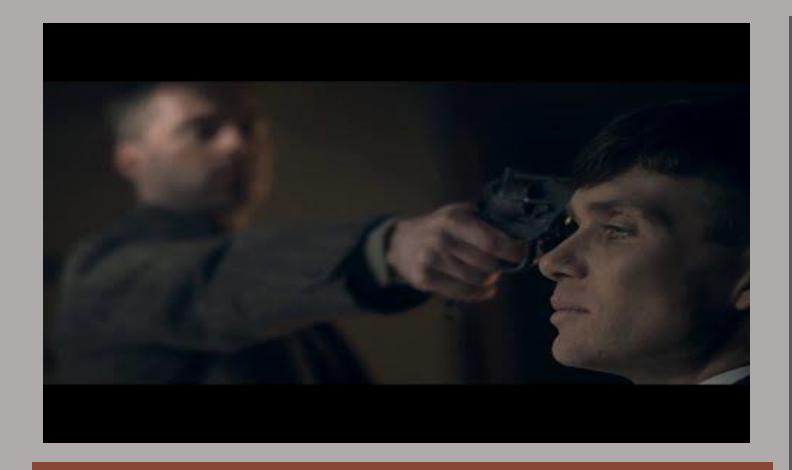


• In the previous clip, he compromises by wagering something he deems of equal value, which is the oppositions daughter.

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



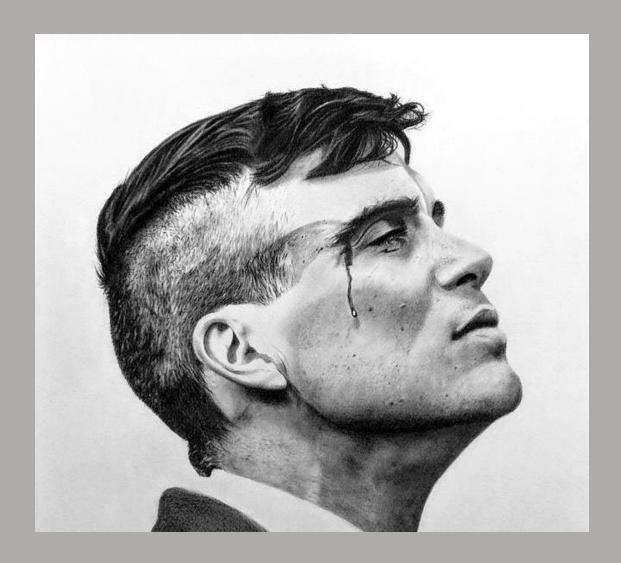
Thomas Shelby Understands

- 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."