

## WHO HAS THE INFORMATION YOU NEED?

Certain kinds of revealing and useful information won't be written down anywhere. To find out what other people know, you need to talk to the right people. One of the first steps in laying the groundwork for your negotiation will be figuring out who those people are.

- Who are the "power brokers" in your organization, the ones who really make things happen?
- Who has access to information about how well your organization is doing financially?
- Which assistants to powerful people know the most about how the organization works?
- Which of your coworkers has been with the organization the longest?
- Which subcontractors or suppliers have worked with the organization for several years?
- Who always seems to be up on the recent gossip?
- Who socializes with the boss?
- Whom does your boss go to for advice?
- Which group of people routinely goes out together after work?
- Who plays tennis or golf, or goes fishing or boating together outside work?
- Whose kids go to the same school(s) as the boss's kids?