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Digging Deeper

First Mediation Corporation Newsletter

April 2007

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We are proud to announce our 2007 Southern California Super Lawyers Rising Star!



Each year, Los Angeles Magazine announces the top 2.5 percent of attorneys in Los Angeles and Orange counties. In order to determine which lawyers will qualify for the prestigious award, a ballot is mailed to all Southern California Super Lawyers asking them to nominate lawyers who they've personally observed. In addition, the candidates are interviewed and evaluated for professional achievements and peer recognition, and their professional records are reviewed to verify good standing with the State Bar of California. Finally, candidates are divided by firm size and city. Top candidates from each category are selected as Rising Stars.

"I am honored that I have been chosen to be recognized for my work," says Zadeh. "It is a blessing to be able to love and enjoy what I do every day and that my peers like and respect my work enough to choose me for this award." "I owe deep gratitude for the mentoring I have and continue to receive from Jeff and share this achievement with him."

Greetings from the Editor!



Welcome to our bi-monthly Digging Deeper newsletter.

We hope you will join us at one or more of the following upcoming events where Jeff and/or I will be presenting.

- **Mariam Zadeh**

Calendar of Events:

May 2 - 4, 2007:
International Academy of Mediators Conference
(Philadelphia, PA)

First Mediation Corporation also congratulates Jeff Krivis for being recognized once again in Best Lawyers of America as well as Southern California Super Lawyers for 2007.

Jeffrey Krivis Receives the 2006 CPR Book of the Year Award!

We are pleased to announce that Jeffrey Krivis received the 2006 Book of the Year Award for "Improvistional Negotiation" from the CPR International Institute for Conflict Prevention and Resolution for his ground breaking book *Improvistional Negotiation: A Mediator's Stories of Conflict About Love, Money, Anger - and the Strategies That Resolved Them* (Jossey-Bass, San Francisco, 2006).



Jeff was honored at the 24th Annual CPR Awards Program at a dinner held at New York's Jumeirah Essex House on January 20, 2007.

The CPR Awards Program honors outstanding use and scholarship in the field of alternative dispute resolution (ADR).

[Read portions of Jeff's Award Winning Book ...](#)

Join us for the 2007 Professional Skill Programs in Dispute Resolution at Pepperdine School of Law



Jeffrey Krivis and Mariam Zadeh will be unveiling their new mediation technology, STEP IN, as they teach the Improvistional Mediation course at the Straus Institute for Dispute Resolution. This mediation workshop along with other specialty classes will be held on June 21 - 23, 2007 as part of The 2007

Professional Skills Programs in Dispute Resolution.

For more information or to register, visit straus.pepperdine.edu or call Lori Rushford at 310- 506-6342.

STEP IN to Improvistional Negotiation



In the last edition of our newsletter we discussed the problem with conventional wisdom and previewed the seven-part series where we unveil the mechanics and theory behind *Improvistional Negotiation*.

This issue begins with the first of the six

May 18 - 19, 2007:
Resolute Systems
(Memphis, TN) -
Advanced Mediation
Workshop.

June 21 - 23, 2007:
Straus Institute for
Dispute Resolution at
Pepperdine School of
Law (Malibu, CA) -
Improvistional
Negotiation Workshop.

August 25, 2007:
Straus Institute for
Dispute Resolution at
Pepperdine School of
Law (Malibu, CA) -
Mediating the Litigated
Case.

October 4 - 7, 2007:
Vermont Law School
(South Royalton, VT) -
Specialized Mediation
Course.

Quick Links...

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steps to this ground-breaking STEP IN technique. Please join us as we Shape the Marketplace for Risk and and STEP IN to the solution!

Shape the Marketplace for Risk By Jeffrey Krivis and Mariam Zadeh

The environment surrounding a negotiation serves as a marketplace where individuals come to buy and sell a product or service, while simultaneously managing their risk of being exploited.

When entering a marketplace, be it a shopping mall, market or upscale

boutique, the first task at hand is to determine where to go to find the item or service being sought after. This process begins by gathering information about the surroundings through verbal or written data points. Once the information is received and diagnosed, an internal compass sets the direction for the rest of the experience. This internal compass is actually intuition at work.



Risk

Intuition is an intellectual aspect of human thinking that operates at the subliminal levels of awareness. Using intuition, one can gather valuable data by interpreting tones of voice, facial expressions, body language and other symptoms of the internal condition of the speaker that can then be used to shape the negotiation marketplace. This is contrary to instinct, which is a conditioned physiological reflex and is used only after appropriate information and knowledge is obtained about the parameters of the negotiation. Entering the negotiation environment free of misconceptions and judgments about what should or should not be, allows intuition to flourish and serve as a tool that might help guide the discussion.

Traditional negotiators often dive in head first trying to control and change the environment to suit their interests, rather than taking the time to assess and absorb one's surroundings. In the short run, this tact may prove profitable. However, the environment by nature is in a state of constant change, making any benefit reaped short lived at most. The more prudent approach requires taking a step back and allowing the environment to be the teacher through the stream of information it provides rather than trying to control or change it.

Weekends in Carmel/Monterey with Jeffrey Krivis

Jeff Krivis has now expanded



his practice to the Carmel/Monterey area for clients who wish to mediate and spend their weekend in a scenic and relaxing environment.

Dispute resolution doesn't have to be stressful and gut-wrenching. In fact, working through your conflicts in a tranquil setting can be a remarkably pleasant experience. Join Jeff for a weekend in Carmel/Monterey and soak up the ambiance of this lovely historic village while you bring closure to your most complex legal challenges.

Last Minute Club - Become a Member!

We realize that it is often difficult to schedule cases with us on short notice or in instances where there are critical time pressures. As a result and in an effort to accommodate our colleagues when faced with this situation, we have instituted the *Last Minute Club*.



As a member of the *Last Minute Club*, you will be notified in the event of a cancellation or opening in our calendar and will be given priority to book that last minute spot. You can choose to be notified by email or phone, at which point we will advise of the date, time and number of hours available.

Please keep in mind that the first to respond with a firm acceptance by all parties of the opening will be able to reserve the date.

We are hopeful that becoming a member of the *Last Minute Club* will help accommodate your firm and serve your needs for any last minute mediations.

[Last Minute Club Membership Form](#)

email: firstmediation@gmail.com
phone: 818-784-4544
web: <http://www.firstmediation.com>

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