

Interest Identification

The purpose of this step is to ensure that all stakeholders have a common understanding of each other's interests with relation to their potential positions on individual issues.

Interest and positions are different.

- Positions: Assertions about what people say they want
 - Ex. The cake we make should be vanilla.
- Interests: Why people want what they want (needs, motivations, concerns, and desires behind the position).
 - Ex. The cake should be tasty and non-allergenic.

Importance of articulating interests

There may be multiple ways to satisfy interests besides the stated position. To garner the greatest support, solutions need to attempt to meet as many interests as possible.

Second, the consolidated interest list can serve as a yardstick to judge final packages against.

Process

- a. Stakeholders communicate the importance of the issue for their organization.
- b. Participants share the organization's core (most important) interests and those interests that may be secondary (less important).
- c. Facilitator consolidates all the interest into an organized list of themes, categories, or buckets of interest.
- d. Consolidated list of interests is then referred back to during the proposal development and decision making processes to gauge how the emerging solutions stack up against the range of interests