

🎬 **Moneyball – CULTure Case Study**
Course: Sales & Negotiation | University of New Haven
Instructor: Angeli Gianchandani

🧭 **Why CULTure in the Classroom?**

Negotiation is not just about winning; it is about creating value, building trust, and influencing outcomes. I use the CULTure framework to help students analyze how leaders **Connect, Understand, Lead, and Transform** when the stakes are high.

Through the lens of *Moneyball*, students examine how challenging the status quo, leveraging data, and managing human dynamics can reshape industries — and how negotiation is as much about relationships and vision as it is about numbers.

🌍 **The CULTure Framework**

Connect	Understand	Lead	Transform
Build trust & rapport	Decode context & power dynamics	Set tone & influence decisions	Change systems & legacy

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⚾ **Why I Use This Film in Negotiation**

Moneyball tells the true story of how Billy Beane, General Manager of the Oakland A's, used a data-driven approach to assemble a competitive baseball team on a limited budget. But beyond baseball, it's a story about negotiating from a position of constraint, reframing value, and persuading stakeholders to embrace a disruptive idea.
We use this film to explore:

- How to identify leverage points in negotiation when resources are scarce
- The role of data and evidence in reframing conversations and overcoming resistance
- Managing emotional dynamics and stakeholder relationships under public and internal pressure

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💡 **Teaching Prompts & Discussion**

- How does Billy Beane connect with and persuade skeptical stakeholders?
- In what ways does reframing the conversation shift negotiation power?
- How do you balance analytics with emotional intelligence in high-stakes decisions?
- What strategies does Beane use to turn constraints into competitive advantages?

✍️ **Student Reflections – Sales & Negotiation Class**

- "This case showed me that the best negotiators change the game, not just the terms."
- "Data builds credibility, but trust gets buy-in."
- "Moneyball made me see that innovation in negotiation often means taking calculated risks and standing by them."
