

Win-Win

WIN-WIN, "Let's find a solution that works for both of us"

People who choose to win and make sure others also win practice win-win. They search for solutions that will make them happy and simultaneously satisfy others.

Characteristics are....

- Seeks mutual benefit
- Is cooperative, not competitive
- Listens more, stays in communication longer, and communicates with more courage.

Win-Lose, "I'm going to beat you no matter what"

People with a win-lose paradigm are concerned with themselves first and last. They want to win and they want others to lose. They achieve their success at the expense or exclusion of another's success. They are driven by comparison, competition, position, and power.

Characteristics are...

- Is very common scripting for most people
- Is the authoritarian approach
- Uses position, power, credentials, possessions, or personality to get the win.

Lose-win "I always get stepped on"

People who choose to lose and let others win show high consideration, but lack the courage to express and act on their feelings and beliefs. They are easily intimidated and borrow strength from acceptance and popularity.

Characteristics are...

- Voices no standards, no demands, no expectations of anyone else
- Is quick to please or appease
- Buries a lot of feelings

Lose-lose “If I’m going down, you’re going down with me”

People who have a lose-lose paradigm are low on courage and consideration. They envy and criticize others. They put themselves and others down.

Characteristics are...

- Is the mindset of a highly dependent person
- Is a “no win” because nobody benefits
- Is a long term result of win-lose or win

Win “As long as I Win, I don’t care if you win or lose”

People who hold a win paradigm think only of getting what they want. Although they don’t necessarily want others to lose, they are personally set on winning. They think independently in interdependent situations without sensitivity or awareness of others.

Characteristics are...

- Is self-centred
- Thinks “me first”
- Doesn’t really care if the other person wins or loses.

Win- win or no deal, “let’s find a solution that works for both of us, or let’s not play”

Win-Win or no Deal is the highest form of win-win. People who adopt this paradigm seek first for win-win. If they cannot find an acceptance solution, they agree to disagree agreeably.

Characteristics are....

- Allows each party to say no
- Is the most realistic at the beginning of a relationship or business deal?
- Is the highest form of win-win.



Stephen Richards Covey (October 24, 1932 – July 16, 2012) was an American educator, author, businessman, and keynote speaker. His most popular book was *The 7 Habits of Highly Effective People*. His other books include *First Things First*, *Principle-Centered Leadership*, *The 7 Habits of Highly Effective Families*, *The 8th Habit*, and *The Leader In Me — How Schools and Parents Around the World Are Inspiring Greatness, One Child at a Time*