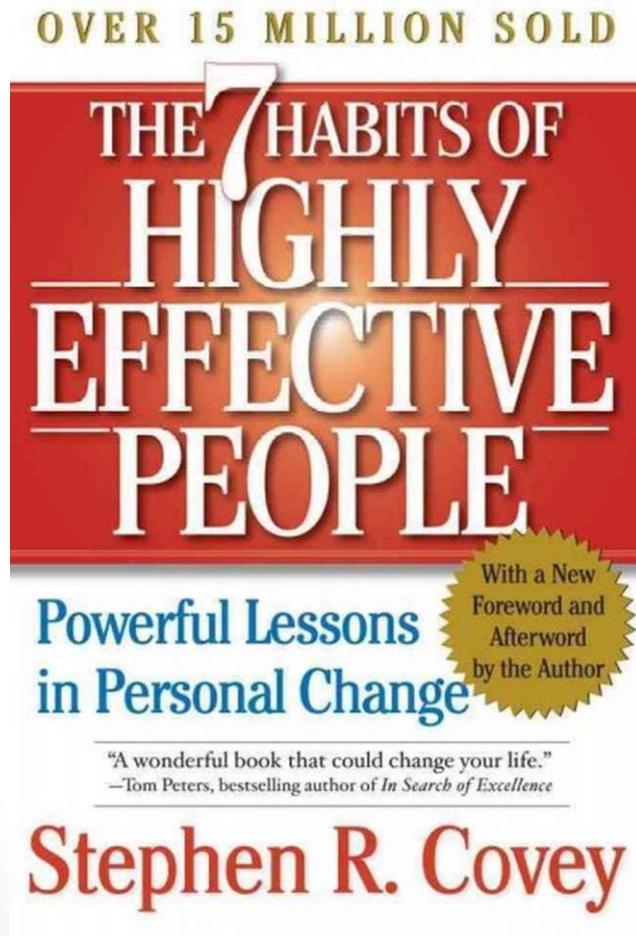


# The 7 Habits of Highly Effective People

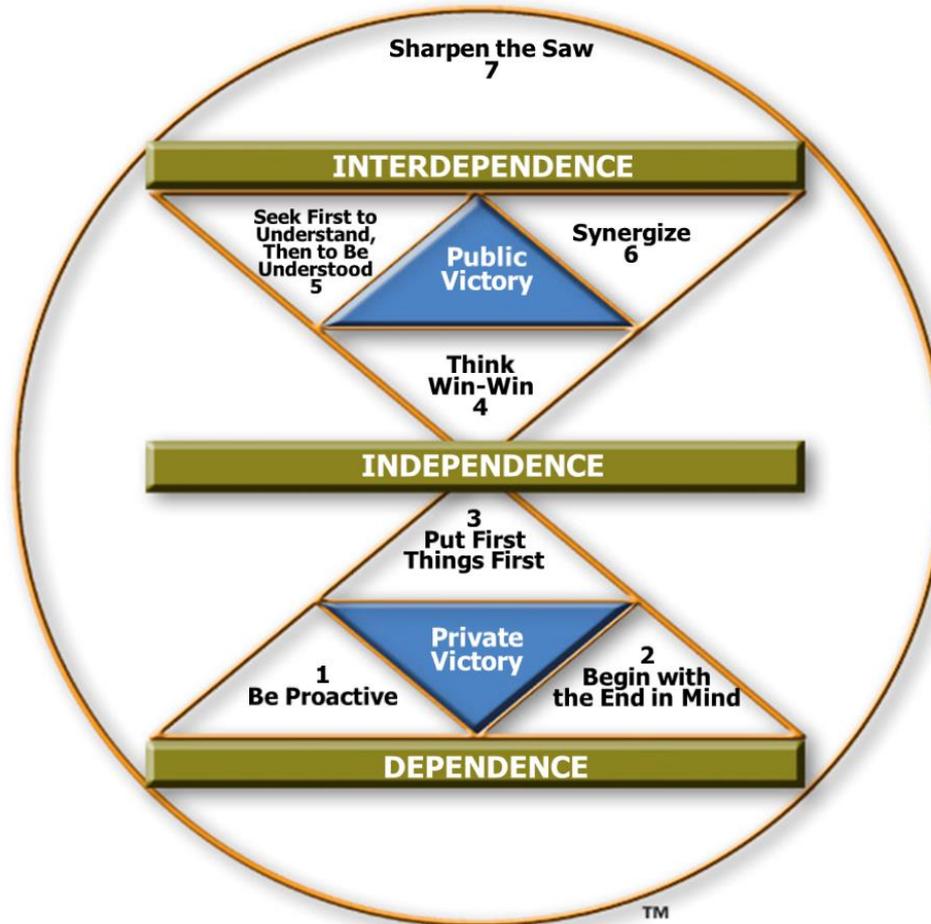
Habit 4: Think Win-Win

# The Book and Author



- Written by Stephen R. Covey.
- Graduated from Harvard University with an MBA.
- Chairman of the Covey Leadership Center and the Institute for Principle-Centered Leadership
- Meant to help people solve professional and personal dilemmas through principled living.

# Overview



# Interdependence

- The third and final stage in maturity.
- Relies on realizing that the greatest rewards is achieved collectively, but it also depends on our personal contribution.
- Game Theory



# Six Paradigms

- Win/Win
- Win/Lose
- Lose/Win
- Lose/Lose
- Win
- Win/Win or No Deal

# Win/Win



- The idea that everybody can come out better.
- Most powerful in situations where continual relationships are important.
- Not always obvious.

# Win/Lose

- Somebody wins, everybody else loses.
- Competitive situations.
- Often can contain the best short term personal reward, but at what cost?



# Lose/Win



- Giving up.
- Used when the cost of victory is more damaging than the rewards are worth.
- Nets some better relationships, but does not build trust or necessarily good results.

# Lose/Lose

- Mutually Assured Destruction
- Enemy focused people
- Usually emotional, not rational, but can also be used as a deterrent.



# Win

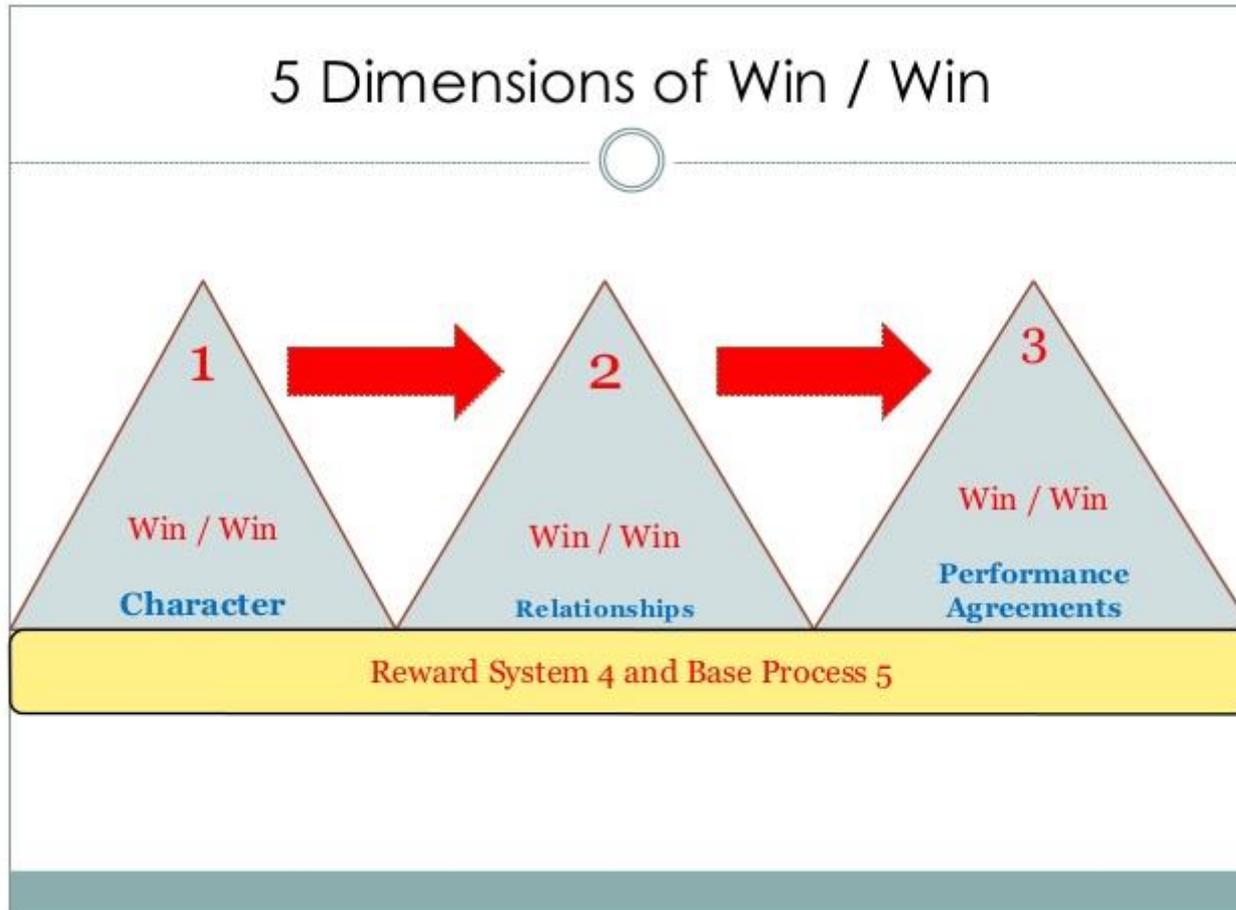
- Nothing else matters but victory.
- Many times in desperate situations where failure is not an option.
- The fate of the other participants is not worth considering.

# No Deal



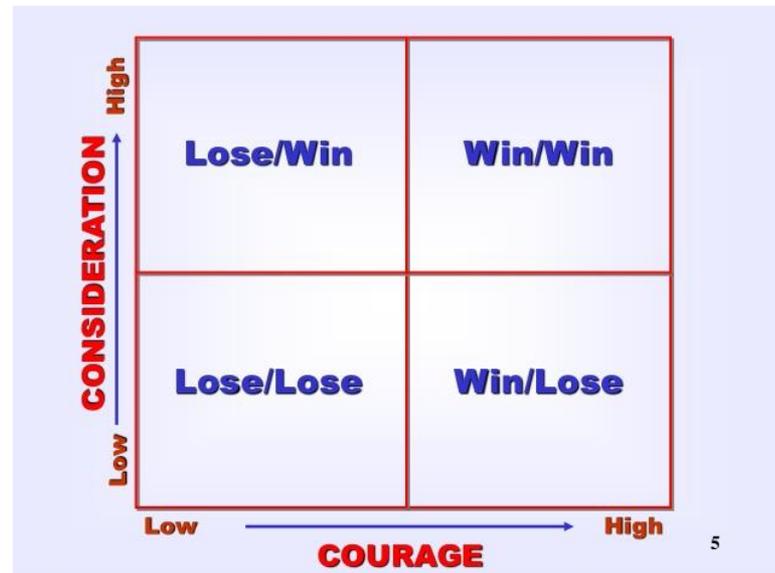
- If Win/Win cannot be reached, call off any kind of agreement.
- Sometimes necessary to make sure that relationships do not get stigmatized by poor deals.
- Use sparingly.

# Dimensions of Win/Win



# Character

- Our ability to consistently choose Win/Win when appropriate depends on our courage and consideration.
- These come from our character.
- Abundance mentality – There are enough resources for everyone to win.
- Contrast with Scarcity Mentality – Only one person can win.



# Relationships



- Everybody is naturally suspicious of each other.
- You need to have the trust of the other person to pursue Win/Win.
- People are usually programmed to think we're going for Win/Lose.

# Agreements

- The agreements we make set the stage for future deals.
- People come to expect certain things of us because of past deals.
- The way we frame agreements must come from Win/Win first.



# Systems

- Everyone wants rewards.
- The system that produces and frames rewards must reward everyone based on their responsibility and their results.
  - Do not favor certain behaviors purely for results, look at how much those results are because of their contribution.
- Their dedication to also pursuing Win/Win must come into account.
  - Demand of subordinates the same principles you believe are needed for success at your level.
- Always discover what problems are personal and what problems are systemic.

# Processes

- The ways we make agreements must come from the idea that everyone can win
- In essence, everyone must be involved, or they will feel that they're losing even though they're not.
- Always understand the problem from both sides.