



## THE PACESETTER WAY Leadership Team Insights

Brought to you this week by Brian Goldstein, Database Manager

**Collaborate to Create Win/Win Solutions:** Address each problem with the intent to uncover new opportunities that benefit all parties. Apply your creativity and enthusiasm toward the development of those solutions by learning to view situations from others' perspectives and apply them to your decision making.

Collaboration is described as being a win/win agreement because both parties come out of the engagement completely satisfied with the resolution or outcome. It is an integrative process which may involve a synergy of ideas, beliefs, and feelings resulting in an optimal outcome. Stephen Covey, in his highly acclaimed book *The 7 Habits of Highly Effective People*, describes win/win as a "frame of mind and heart that constantly seeks mutual benefit in all human interactions. Win/Win means agreements or solutions are mutually beneficial, mutually satisfying. With a Win/Win solution, all parties feel good about the decision and feel committed to the action plan. Win/Win sees life as a cooperative, not a competitive arena." (page 207)

We have to put aside or redirect our competitive desire so we can interact collaboratively. We have to look for win/win or the greater good to strengthen our long term relationships. If you constantly try to take the advantage in every situation your opponent will look to find a new partner. We need to nurture our relationships for the long term.

Check back next week for more Leadership Team Insights and be sure to comment on our website about all you are doing to live out these fundamentals!

