

Case closed.  
That's it? That simple?  
Well—not quite.

### Where We Get Stuck

The problem we have is with that old self-spirit: That powerful internal motivator sets up a stand-off between "*Me first!*" and "Who else gets included?"

Our self-spirit's hunger is so great that we can't wait: it's too scary to most of us to *first* pass the plate and say, "After you!" before we get ours. We have no faith that our turn will *ever* come.

So—we move too fast. Too often, we push to the front of the line, blurt out our needs without thinking, and lose the chance to engage an ally; to piggy-back on the energy of *another's* self-spirit and use that drive as well as our own to make things come out well for both of us. In any *successful* encounter it can't be "I get mine; you lose," but rather, "I get (some of) mine; you get (some of) yours."

This chapter is dedicated to showing you how, in any one-one-one encounter or larger presentation or group meeting, you can more quickly achieve your goals with a little forethought about the opposite number(s)' needs and concerns. Only then can you formulate a strategy designed for solutions and success, solidly based on motivation—yours *and* theirs.

## FORE-THOUGHT

You've just seen that spur-of-the-moment improvisation based on nothing but sheer gut-level reaction doesn't work effectively as a system for successful encounters and outcomes.

Once you're in an encounter, you need to be flexible, to seize the moment and go one way or another way. But you need to *start* with insight and build a strategy from that insight. You need *Fore-Thought*: To analyze a situation before you say or do *anything*. And to analyze it from more than a simply factual, practical point of view. *Much* more goes into what we do and how we hear and learn than surface behavior.