

Moving From the *Private Victory*® to the *Public Victory*®

The first three habits focus on how to win the *Private Victory* and become independent by choosing to be proactive, purposeful, and focused.

When we're self-reliant and know what our goals are, we can work from there to build strong, high-trust relationships.

Only then—when we win the *Public Victory* and move from independence to interdependence—can we achieve the best results and live a truly effective life.

This starts with understanding that each of our actions impacts others. What we do either strengthens or diminishes other people's trust in us.

Investing in the Emotional Bank Account

We can think of the level of trust in a relationship as an Emotional Bank Account. When we do something that damages trust, that's a withdrawal. When we do something that builds trust, that's a deposit. Over time, if we build up enough trust deposits, our relationships can withstand the occasional withdrawal.

Withdrawals

- Assuming you understand
- Being unkind and disrespectful
- Setting unclear expectations
- Breaking promises
- Going behind others' backs
- Holding grudges
- Making excuses

Deposits

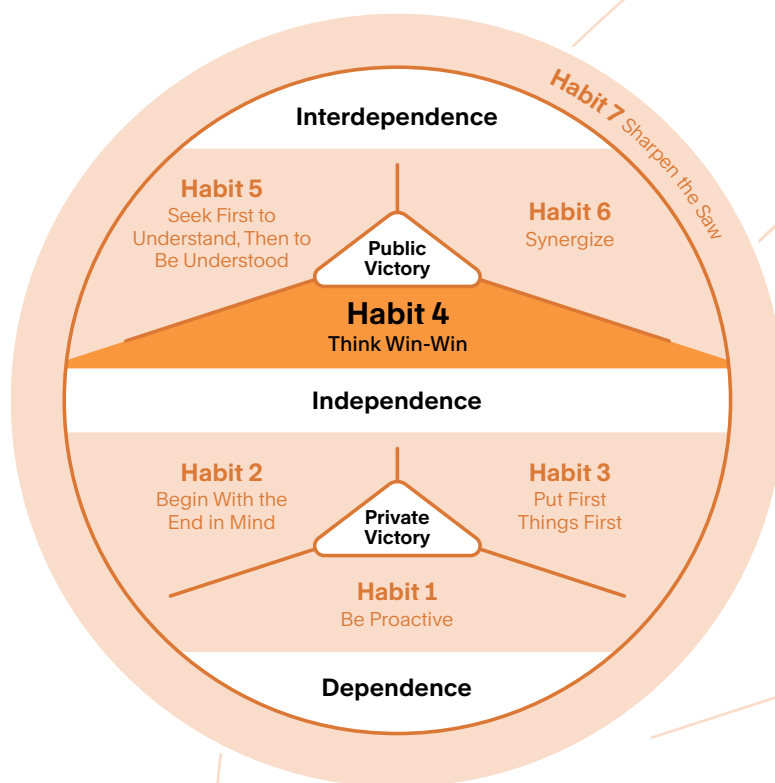
- Seeking first to understand
- Being kind and respectful
- Setting clear expectations
- Keeping promises
- Being loyal to others
- Forgiving
- Apologizing

Habit 4: Think Win-Win®

The Principle of Abundance

What Is Win-Win Thinking?

Thinking win-win is about approaching each situation looking for ways that everyone can win.



Common Paradigm

The more you get,
the less there is for me.

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Highly Effective Paradigm

There's more than
enough for everyone.

Abundance Mindset

When we start from a paradigm of abundance rather than scarcity, we're far more likely to recognize how working together can benefit everyone.

Practice 1: Balance Courage and Consideration

Courage

Willingness to speak our thoughts and feelings, even when it's hard.

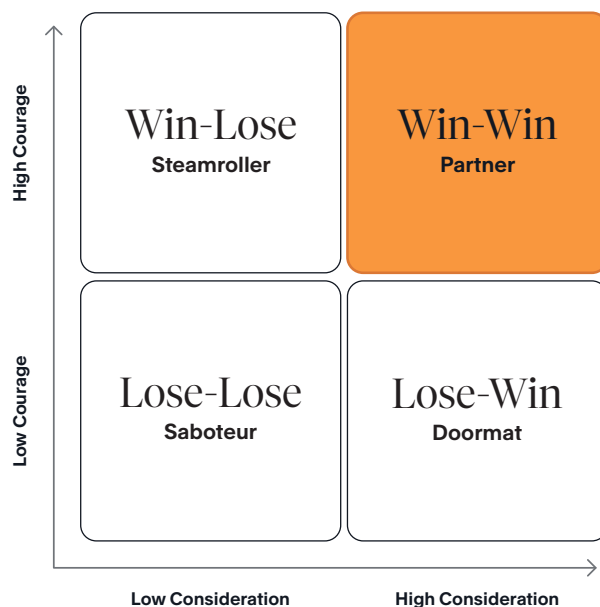
Consideration

Willingness to listen to other's thoughts and feelings, even when it's hard.

TIPS FOR BALANCING COURAGE AND CONSIDERATION

- Tell it like it is, but be kind.
- Lead with questions.
- Emphasize shared goals and opportunities.
- Give everyone a chance to speak.
- Be honest about what you don't know.
- Propose alternatives that work for everyone.
- Admit when you're wrong.

PARADIGMS OF HUMAN INTERACTION



Win-Lose (Steamroller)

"I only win if others lose."

- I have very little consideration for others and get my way at any cost.
- I tend to compete rather than cooperate.

Lose-Lose (Saboteur)

"If I lose, we all lose."

- If I can't win, neither will you.
- I want you to lose even if it hurts me.

Win-Win (Partner)

"We can find a win for both of us."

- I have an abundance mentality and seek mutual benefit.
- I have high courage and high consideration.

Lose-Win (Doormat)

"Walk all over me."

- I lack the courage to say what I need.
- I'm often intimidated and give in easily.
- I bury a lot of my feelings.

WHEN WIN-WIN IS NOT POSSIBLE

There is one final paradigm of human interaction: win-win or no deal. This paradigm says, "It's better for both of us to walk away than to settle for less."

When we have this paradigm, we have plenty of courage for ourselves and plenty of consideration for the other person. In fact, we have so much courage and consideration that we would rather walk away than get into a situation where anybody loses.

Practice 2: Consider Other People's Wins as Well as Your Own

Thinking through the other person's possible wins is a good exercise to help you understand their perspective.

- What does a win look like for each of you?
- What pressures are each of you facing?
- What are possible hidden consequences or impacts?

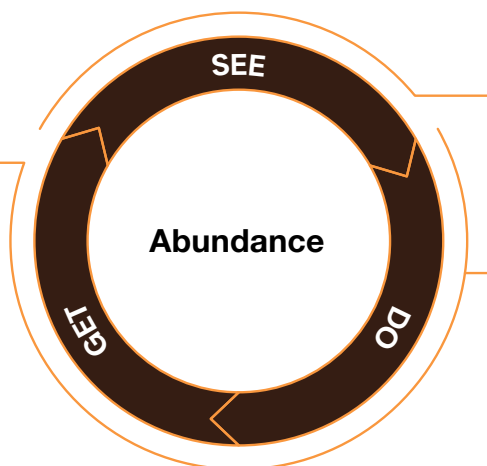
**What would make
this a win for you?**

**What would make
this a win for them?**

SHIFT YOUR PARADIGM. CHANGE YOUR PRACTICES. BE MORE EFFECTIVE.

Results

- Rich and rewarding relationships.
- Stronger partnerships.
- Generosity of spirit.



Paradigm

There's more than enough for everyone.

Practices

- Balance courage and consideration.
- Consider other people's wins as well as our own.