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Think
Win-Win



Life is an
**All-You-Can-Eat
Buffet**

Think Win-Win is the foundation for getting along well with other people. It begins with the belief that we are all equal, that no one is inferior or superior to anyone else, and no one really needs to be.

Now, you might say, "Get real, Sean. That's not how it is. It's a cutthroat, competitive world out there. Everyone can't always win."

I disagree. That's not how life really is. Life really isn't about competition, or getting ahead of others, or scoring in the 95th percentile. It may be that way in business, sports, and school, but those are merely institutions that we've created. It's certainly not that way in relationships. And relationships, as we learned just a chapter ago, are the stuff life is made of. Think how silly it is to say, "Whose winning in your relationship, you or your friend?"

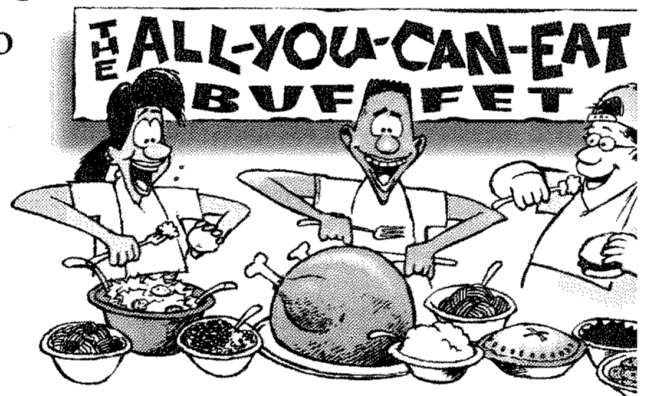
So let's explore this strange idea called Think Win-Win. From my experience, the best way to do it is to see what Win-Win is not. Win-Win is not Win-Lose, Lose-Win, or Lose-Lose. These are all common but poor attitudes toward life.



● WIN-WIN—THE ALL-YOU-CAN-EAT BUFFET

Win-Win is a belief that everyone can win. It's both nice and tough all at once. I won't step on you, but I won't be your doormat either. You care about other people and you want them to succeed. But you also care about yourself, and you want to succeed as well. Win-Win is abundant. It is the belief that there's plenty of success to go around. It's not either you or me. It's both of us. It's not a matter of who gets the biggest piece of pie. There's more than enough food for everyone. It's an all-you-can-eat buffet.

A friend of mine named Dawn Meeves shared how she discovered the power of thinking Win-Win:



**How to
Think
Win-Win**

So how do you do it? How can you be happy for your friend when he just got accepted at college and you didn't? How can you avoid feeling inferior to the girl next door who has all those gorgeous clothes? How can you find solutions to problems so that both of you can win?

Might I suggest two clues: Win the private victory first and avoid the tumor twins.

● **WIN THE PRIVATE VICTORY FIRST**

It all begins with you. If you are extremely insecure and haven't paid the price to win the private victory, it will be difficult to think Win-Win. You'll be threatened by other people. It'll be hard to be happy for their successes. It will be difficult to share recognition or praise. Insecure people get jealous very easily. This conversation between Doug and his girlfriend is typical of an insecure person:

"Amy, who was the guy you were talking to just now?" asks Doug.

"He's just a good friend I grew up with," says Amy.

"I don't want you hangin' out with that guy," rants Doug.

"Doug, he's just a friend I've known for a long time. We went to elementary school together."

"I don't care how long you've known him. You shouldn't be so friendly to him."

"It's no big deal. He's having some problems and just needs a friend."

"Are you committed to me or not?"

"OK, Doug. If that's what you want, I won't talk to him anymore."

Can you see how hard it would be for Doug to be big-hearted in this situation as long as he is insecure and emotionally dependent upon his girlfriend? Doug needs to start with himself. As he makes deposits into his PBA, takes responsibility for his life, and gets a plan in place, his confidence and security will increase and he'll start enjoying other people instead of being threatened by them. Personal security is the foundation for thinking Win-Win.