Concept Paper: Win/Win

Concept

Win/Win philosophy divides dispute and negotiation outcomes into 6 possible options as per the chart below. Win/win is the most powerful and empowering outcome of negotiations and should be the desired outcome.

Win/win characteristics.
- Feeling both sides have benefited or won
- Feeling negotiations are fair
- Caring about the other’s objectives
- Giving up something so both can win
- Feeling that resources are not limited
- Willing to see the other’s viewpoint
- Willing to negotiate again with the other side
- Sincerely intend to keep the bargains made
- Feeling both sides have a chance to win
- Caring about the other side
- Being slow to jump to conclusions
- Seeing multiple versions of the truth
- Respecting the views of the other side
- Focusing on issues, not personalities
- Seeing the others as unique individuals.

Win/lose (the other side of lose/win) characteristics
- Using of position, power, credentials, possessions or personality to win
- Winning regardless of all cost
- Wanting to punish the other side.
- View resources as limited, e.g., for one side to gain, the other side must lose.
- Feeling only their version of truth exists
- Not caring to know about the other
- Simplifying negotiations to one issue
- Focusing on personalities, not issues
- Objectifying the opposition
- Viewing opposition as a group (vs. individuals)
- Jumping to conclusions is quick and frequent
- Disrespect/making fun of other’s views
- Resorting to name calling
- Concern with self-protection vs. fairness

Lose/lose characteristics
- Both sides practicing win/lose

Lose/win (the other side of win/lose) characteristics
- Quickly pleasing or appeasing the other side
- One side always feeling in a weaker position
- One side always trying to avoid confrontation
- One side viewing resources as limited, e.g., one side gains at the expense of the other

Examples

Below are some examples of win/win –lose/lose situations.

Win/win
- Community policing
- Client empowerment processes

Win/lose
- Typical interaction between cities and concerned groups
- Typical interaction between developers and environmentalists

Lose/lose
- Most political races
- The Middle East
- Both sides on the abortion issue
- Lose/lose negotiations precede most wars

Lose/win
- African Americans settling for a seat at the back of the bus
- Traditional United Way allocation Process
- Clients negotiating for continued services

References