

WIN-WIN



We utilize this tool when the leader's dilemma has potentially multiple solutions, i.e. there are a lot of alternatives. Moreover, it is imperative for the leader that the decision is beneficial for the others involved.

Case Study (Excerpt)

We also applied this tool at the small consulting company which I discussed in the rubric on the 'Magnification' tool. The owner considered that the problem could not be resolved because when the ten other colleagues also demanded a share from the company, he refused. However, he feared losing them; therefore, he had to find a solution that was acceptable to both the ten colleagues and him. With help of the following chart, we realized that there is such a solution that is beneficial also for our client and the ten colleagues. Sharing is not the only positive outcome. There is no longer any grumbling, and as a result of the new motivation, the company has become even more successful in the market.

Case Study (Excerpt)



| Advantageous solutions for owner | Disadvantageous solutions for owner |
|---|---|
| <p>Profit sharing.</p> <p>Employing part time those who have work pro bono or accounted.</p> <p>Employing a marketing specialit and administrator from outside.</p> | <p>Assigning a share of ownership.</p> <p>Dissolution.</p> |
| Advantageous solutions for colleagues | Disadvantageous solutions for colleagues |
| <p>Assigning a share of ownership.</p> <p>Profit sharing.</p> | <p>Employment status (because they were also engaged in a different activity that they did not wish to relinquish).</p> <p>Employing other individuals for the marketing and administrator position...(because they knew that profits would decline substantially; and although they were complaining, they were enjoying the volunteered tasks, as those were creative).</p> |

