

# The 7-Habits of Highly Effective People

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Habit-6

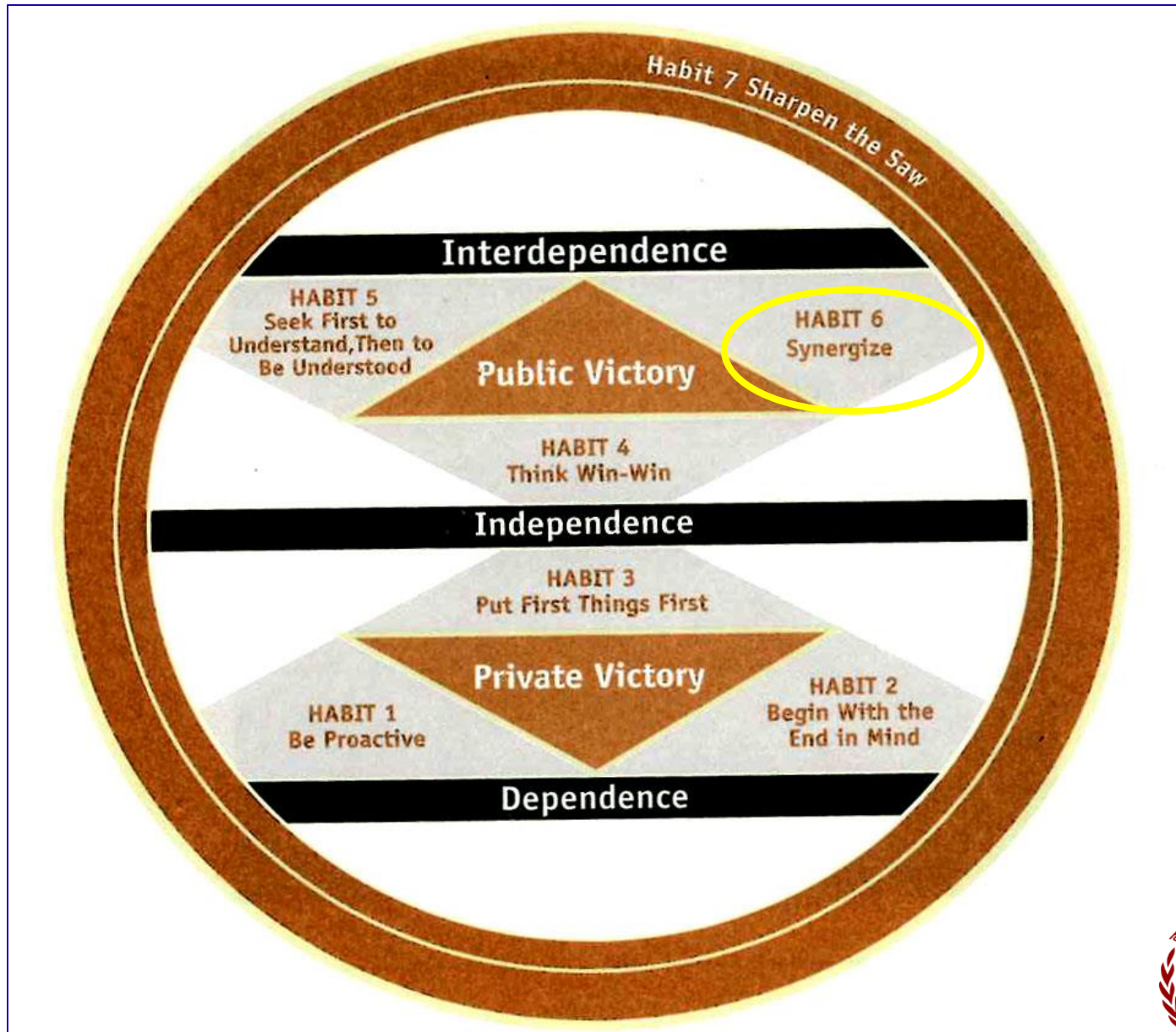


# Habit-6: Synergize

## The Habit of Creative Cooperation



# Maturity Continuum



The enemy of the best is the good  
- Voltaire

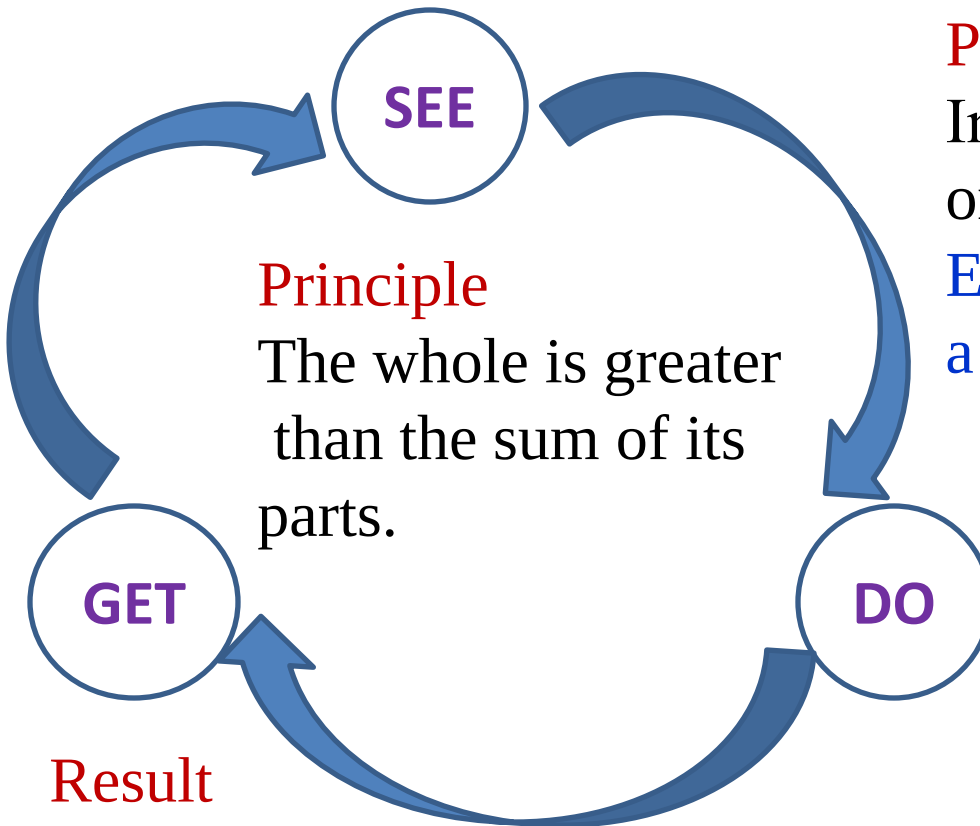


# Synergy definition

- the interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects.
- "the synergy between artist and record company“
- syn·er·gy
- ***noun*** \ 'si-nər-jē \: the increased effectiveness that results when two or more people or businesses work together
- A *synergy* has developed among the different groups working on this project.



# Habit of Creative Cooperation



## Paradigm

Ineffective: It's either your way or my way, or a compromise

Effective: Together we can create a better way, a higher way

## Behavior

- Value and celebrate the differences
- Practice creative cooperation

## Result

- Innovation and invention
- New and better solutions
- Transformed relationships
- Appreciation of diverse perspectives



# Value and celebrate the differences

- People are often threatened by differences of opinion, perspective, or background.
- Once you identify a common purpose, seek out and learn from differences.
- Highly effective people don't just tolerate differences or accept them- they celebrate them.



# Exercise

- Discuss a situation from your work or personal life in which valuing the differences produced greater results than what you could have produced otherwise.
- What differences were valued?
- What did you say or do that showed you valued the differences?
- What did you learn from the experience?
- What effect did valuing the differences then have on the way you treat others now?



If two people have the same opinion,  
one is unnecessary.

-Stephen R. Covey



# Synergizing



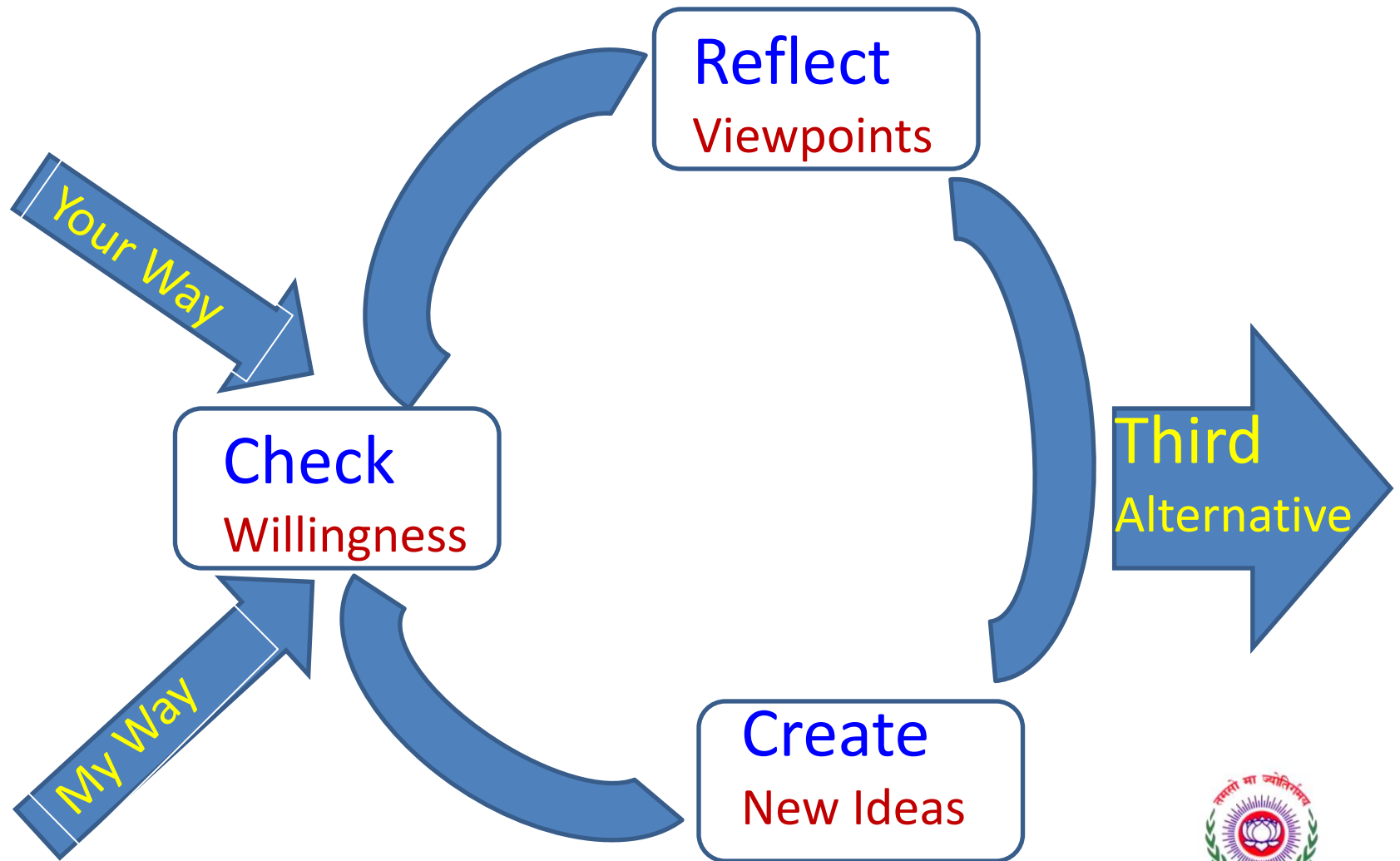
| Synergizing is:                                                                                            | Synergizing is not:                               |
|------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Results-oriented, positive energy                                                                          | A brainstorming free-for- all that leads nowhere. |
| Examining, exploring, and seeking different perspectives openly enough to alter or complete your paradigm. | Accepting another's ideas as full truth.          |
| Win-Win cooperation.                                                                                       | Win-lose competition.                             |
| Having a mutually agreed-upon end in mind.                                                                 | Group-think (giving in to peer pressure)          |
| Worth the effort and highly effective.                                                                     | Just a negotiation technique.                     |

# Synergizing

| Types of Interaction        | Interaction result | Outcome        |
|-----------------------------|--------------------|----------------|
| 1.Synergy-Third Alternative | $1+1=3,10,100$     | Transformation |
| 2.Compromise                | $1+1=1\ 1/2$       | Transaction    |
| 3.Defensiveness             | $1+1=1/2$          | Contention     |
| Hostility                   | $1+1=-1,-10,-100$  |                |



# Getting to Synergy



# Synergy

- **Check Willingness.** Be willing to search for a solution that is better than what either of you has in mind.
- **Reflect view points.** Restate the other's viewpoint to his or her satisfaction before you state your own.
- **Create new ideas.** Propose and refine new ideas. Go back for further understanding until you arrive at a Third Alternative.





# Check Willingness

- When you face a problem or an opportunity, start the 'Getting to Synergy' process by asking the other party, “ Would you be willing to search for a solution that is better than what either of us has in mind?”
- Often a lack of trust is one of the reasons people are unwilling to search for a Third Alternative. Fill in the common “blocks” to synergy below:

| Block-1 | Block-2 | Block-3 |
|---------|---------|---------|
|         |         |         |
|         |         |         |
|         |         |         |

# Humility and Reverence for others



When you feel you are right, are you willing to put aside your own personal views and feelings so you can truly listen to the other person?

Willing -----|-----|-----|-----|-----|----- Unwilling

When you feel your ideas are being attacked, are you willing to keep yourself open to the thoughts and feelings of others that may be uncomfortable for you?

Open -----|-----|-----|-----|-----|----- Not Open

Do you believe that humility and vulnerability are actually strengths and not weaknesses?

Strengths ----|-----|-----|-----|-----|----- Weaknesses

# Check Willingness

People who are truly effective have the humility and reverence to recognize their own perceptual limitations and appreciate the rich resources available through interaction with the hearts and minds of other human beings.

- Stephen R. Covey



# Reflect View Points

- As you continue the process of Getting to Synergy, ask the other party,” Would you agree to a simple ground rule: I can’t make my point until I restate yours to your satisfaction; you can’t make your point until you restate mine to my satisfaction?”
- Result- complete understanding and reflection of one’s own point.



# Create New Ideas

- Once you feel you have achieved a solid level of mutual understanding, propose and refine alternatives: a new insight, a model, a plan of action, or a prototype.
- Keep refining, creating, and going back for further understanding until you have arrived at a Third Alternative.



# Create New Ideas

- Going for a third alternative takes an enormous amount of internal security. You begin with the spirit of adventure and discovery. You leave your comfort zone and confront an entirely new and unknown wilderness.
- But in doing so, you become a pathfinder. You open new possibilities and new territories that others can follow.



# How do you know you created a third alternative?

- When both of you:
  - Have a change of heart
  - Feel new energy and excitement
  - See things in a new way
  - Feel the relationship has transformed
  - End up with an idea that is better than what either of you started with.



# Getting to Synergy Scenario

- At 7 am on Saturday you are awakened by the phone ringing. It's your neighbour who, rather gruffly, tells you that your barking dog kept him awake for several hours last night. He suggests you put the dog to sleep. You are taken aback by his comment and feel defensive. But then you remember win-win. Rationally, you suggest there is probably an alternative that could satisfy both you and your neighbour, and you ask him for suggestions.
- Together, you resolve your differences and create a Third Alternative



# Getting to Synergy Scenario

- Your View Point

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- Neighbor's View point

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- Third Alternative

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Don't expect anything original  
from an echo

- Dune Muncy





**THANKS FOR YOUR ATTENTION**