



YATIN SAMANT

Win – within – Win
A winning formula

Index



- **About “Winning”**
- **What is missing in “Win—Win”**
- **Significance of “Win-within Win”**
- **Working for greater good**
- **Win within Win : Is it practical**
- **Win-within-Win : What it takes**

About “Winning”



OUR PERSPECTIVE

- **Win / loss, Success / Failure** are at best relative concepts
 - It is a function of our definition & our outlook
- **Most equate ‘Win’ with some personal triumph,**
 - In absolute terms for someone to ‘win’, someone has to ‘lose’

OUR UNDERSTANDING

- **Most know concepts of Win-Lose, Win-Win**
 - We are trained to understand that win-win is a better scenario than win-lose.
- **Is there a world beyond this ‘social conditioning’ ?**

What is missing in “Win—Win”



- **Win –Win is very transactional**
 - Simply said “What do I get for what I do”; mind set of individuals winning.
- **In any transactional approach (like in Win –Win) there are TWO entities. There is a constant struggle on how to optimize on ‘two fronts’**
- **Win-within-Win is a relationship approach – where there is only one entity --- affording a single minded focus.**

- ***In comparison:***
 - *Win-Lose is about Competition*
 - *Win-Win is about Collaborating &*
 - *Win-within-Win is about Coherence*

What is “Win-within Win”



- Drawing on analogy of a ‘Mothership’ concept
 - Mother’s agenda is not separate from her child’s. For her child’s win is her win . Not ‘What will I get in exchange for what I do?’
- Win-within-Win is about seeing things in a Global perspective and seeking alignment of one’s goals with a larger purpose and focus
 - Win-within-Win opens one’s narrow self centered focus to a much fulfilling broader perspective in life.
 - Seeing your goal as ‘intrinsic to ‘& not’ different from’ the Larger Goal
 - Enlarging the ‘Whole’, than vying to corner a larger share of Pie
- Works wonders for those convinced that their customer’s success is not just the better, but the **ONLY** way to their success

Significance of “Win-within-Win”



- Pursuing Win-within-Win focuses your mind & energies on a larger purpose
 - With purity of purpose , the outcome is unlikely to be anything but **OUTSTANDING!**
- Gives a different , progressive outlook -Helps reflect
 - Am I a part of the World or the other way round?
- Changes view of Life ----
 - Adds more flexibility –opens more options
 - Lessens stress and leads to self fulfillment
- Since there are no TWO entities, there is only Win – no one to lose !

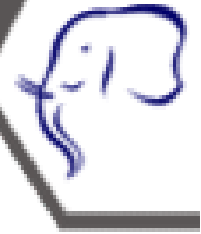
Win within Win : Working for Greater Good



Mantra: If we make the World, a better place; our share of the 'Greater Good', will always be, 'Greater than Good'!

- **Individual's win is lesser significant compared to the World's win**
- **Hence in the larger scheme of things, whether I win or not is much less relevant to Win for the world**
- **Win, Loss are relative terms; a matter of perspective than reality**
 - **Since your win is aligned with someone else's win; you can never lose when he wins**

Win-within-Win – Is it practical

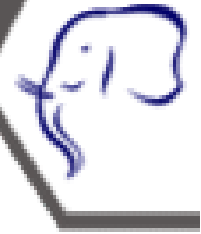


- **Win - within -Win** is no Pro bono /NGO, or free service
 - It means business – being seriously in business
- Is a **Life Approach** with universal application. More relevant to the service industry
 - With purity of purpose, every step on this path enhances your experience & client’s happiness

Challenge of implementing “ Win-within-Win”

- **Practicing Win-within-Win** is not easy . It will take more mental strength, conviction & determination
 - You need to be convinced that customer success is not just the better, but the **ONLY** way to your success!

Win-within-Win – What it Takes



‘What it takes’ for successful implementation of Win-within-Win:

- **Supreme confidence in Self**
- **Intrinsic faith in ‘Greater Good’ – Able to align with the cause**
- **Happiness in what you are doing**
- **Journey to be as meaningful as the destination**



“Winning Isn’t Everything but Wanting To Win Is”
~Vince Lombardi

Sometimes you win sometimes you learn

