



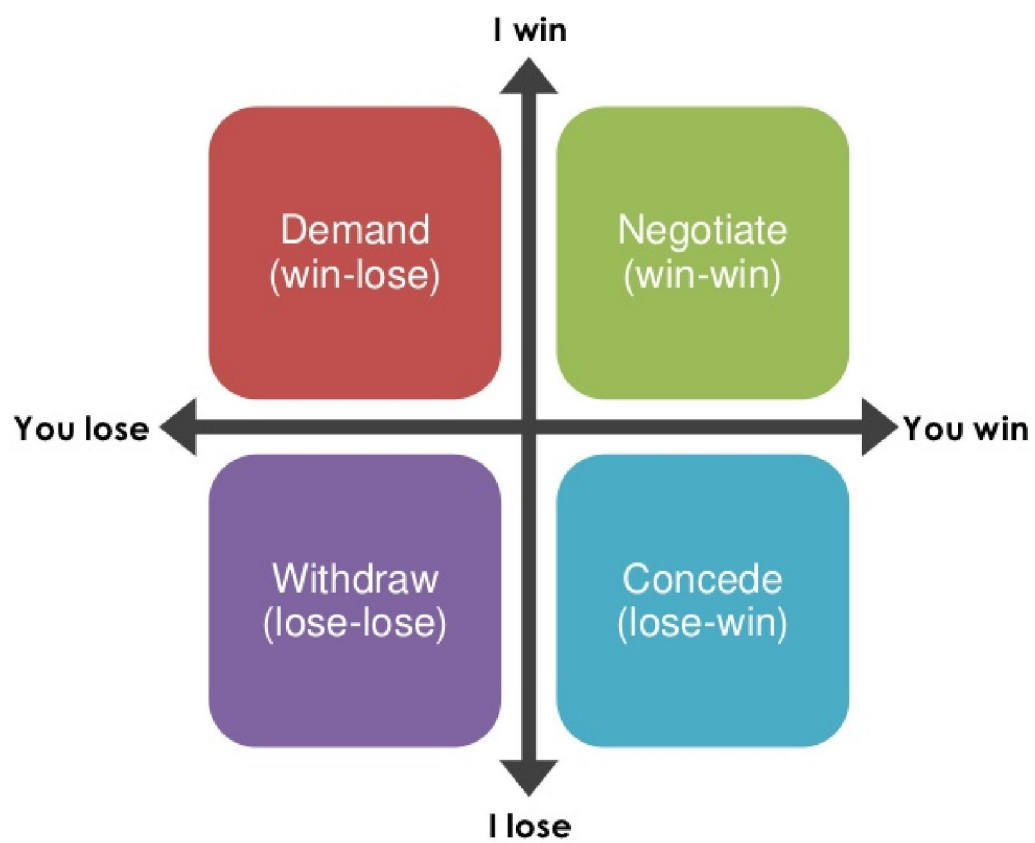
TOOLS

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**WIN/WIN  
AGREEMENT  
GUIDANCE**

## Win/win agreement guidance

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## Intent

- What's the REAL win we're after? For you first, then me.
- How does this conversation fit with our and your goals, targets and mission?
- How should we act in order to get the best out of this process, whether we do business together or not (and either is OK)?

## Desired Results

- What are the measurable results we're looking for from this activity?
- Personal and organisational
- Physical and emotional
- THEIR WINS FIRST

## Guidelines

- Agree the intent and DR and then ask them their opinions
- Open questions and peel the onion
- Lists, reflection and prioritisation
- Have notes, questions and FACTS about what YOU think needs to be discussed
- Only put your opinions forward when you get the green light

## Resources

- What resources do you both need to make this happen?
- If you / they don't have them, who does and how will we get them?
- Time, money, people, other

## Accountability

- Agree measures
- Agree service quality measures and guarantees
- Agree review
- Agree next steps

## Consequences

- Agree the consequences of success and failure
- These consequences will be in 2 categories: 'natural' and 'social'