

# Partners in Prevention Coalition Toolkit

## Step 4 Developing Win-Win Situations

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**Win-win situations** are times when an outcome is mutually acceptable and both parties gain as much of what they want as possible. Developing win-win situations in coalition work is important, especially as it relates to initial coalition member engagement. Here are some tips on developing win-win situations:

**Identify your common goals** and what your shared mission/vision in this work is.

**Determine the reason for your partnership** (both from your perspective and from the other party's perspective) – why would this partnership be beneficial to each of you? What could you both gain?

**Recognize the value** of what each of you bring to the table and how a partnership could be mutually beneficial.

**Find out what the other person is interested in**, motivated by, what their needs are, etc. and how you can help.

- **Consider the resources provided by PIP** (training, funding, data, etc.) and how you can use what you have available to generate buy-in.

**Be clear and specific!** What are you both expecting out of this partnership? It may help to detail this out or take notes as you meet.

**Know the importance of compromise.** Meet people where they are at and try to negotiate what works for both of you.

**Understand positional bargaining vs integrative bargaining:**

- **Positional bargaining** involves holding a fixed idea or position of what you want and pursuing that alone.
- **Integrative bargaining** involves collaboration specifically to develop win-win situations

**What do I gain?**

**What does the other party gain?**

**What might I have to give up?**

**What might the other party have to give up?**