

Partners in Prevention Coalition Toolkit

Step 4 Developing Win-Win Situations

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?