



Home

Mission ▾

Services ▾

Testimonials

Clients

About ▾

You Are Here: MAY 2005



## Focus

A Newsletter published for clients and friends of Wagner Consulting Group

MAY 2005

VOL. VIII, NO. 5

### Think Abundantly

First, let's remember that the person staring back at you from the bathroom mirror is your own worst enemy<sup>1</sup> or at least the most limiting factor in your life. Now consider how you tend to view situations. Do you usually think in terms of allocating limited resources, or is your first impulse to enlarge the pie? In other words, do you think **abundantly** or in terms of **scarcity**?

In which environment would you rather be?

- ABUNDANT: Bountiful, plentiful, unlimited
- SCARCE: Limited, rare, sparse

OK, so if we prefer abundant environments, why do we so often think in terms of scarcity?

For example, the sales manager in Acme Company designs a contest where the top 3 producers win a 7-day cruise. At Baker Inc., however, the sales manager offers the same 7-day vacation to every sales rep producing an amount sufficient to justify the cost of the reward. The Baker Inc. manager designs a plan without limits, which increases the company's upside profit potential.

Fundamentally, thinking abundantly reflects a win-win attitude, while the *I win-You lose* paradigm reflects a perspective based on scarcity.

University research has demonstrated that a win-win negotiating approach improves outcomes for all when at least two parties<sup>2</sup> to a negotiation adopt that style. Philosophically, this is like saying, "First let's enlarge the pie, then decide what proportion we each get."

I am **not** advocating we avoid competition, abandon recognizing top achievers, quit ranking outcomes, or stop celebrating the best performances. These are all important to our culture and our business efforts. Rather, I believe we should expand our alternatives.

Live more expansively! Avoid the reflex action of thinking in terms of limits and scarcity. Sure, there are limits, but too much respect for problems limits our faith in possibilities. Acknowledge immovable constraints, but look for ways to maximize the total benefit.

*Tom Wagner*

1. Walt Kelly, creator of *Pogo*, first used the quote "We have met the enemy, and he is us" on a poster for Earth Day in 1970.

#### Page Links

Case Studies  
 Signup for our free newsletter  
 Newsletter Archives  
 Downloads

on a poster for Earth Day in 1970.

2. In a two-party negotiation, both sides must adopt the win-win approach to enhance possible outcomes.

We help clarify options so our clients  
identify the Right Questions  
and solve the Right Problems.

Call us at 800 422-1374 to learn more.

Copyright 2006, Wagner Consulting Group, Inc.

[Home](#) | [Mission](#) | [Services](#) | [Testimonials](#) | [Clients](#) | [About](#)

Copyright 2011 Wagner Consulting Group, Inc. - (800) 422-1374