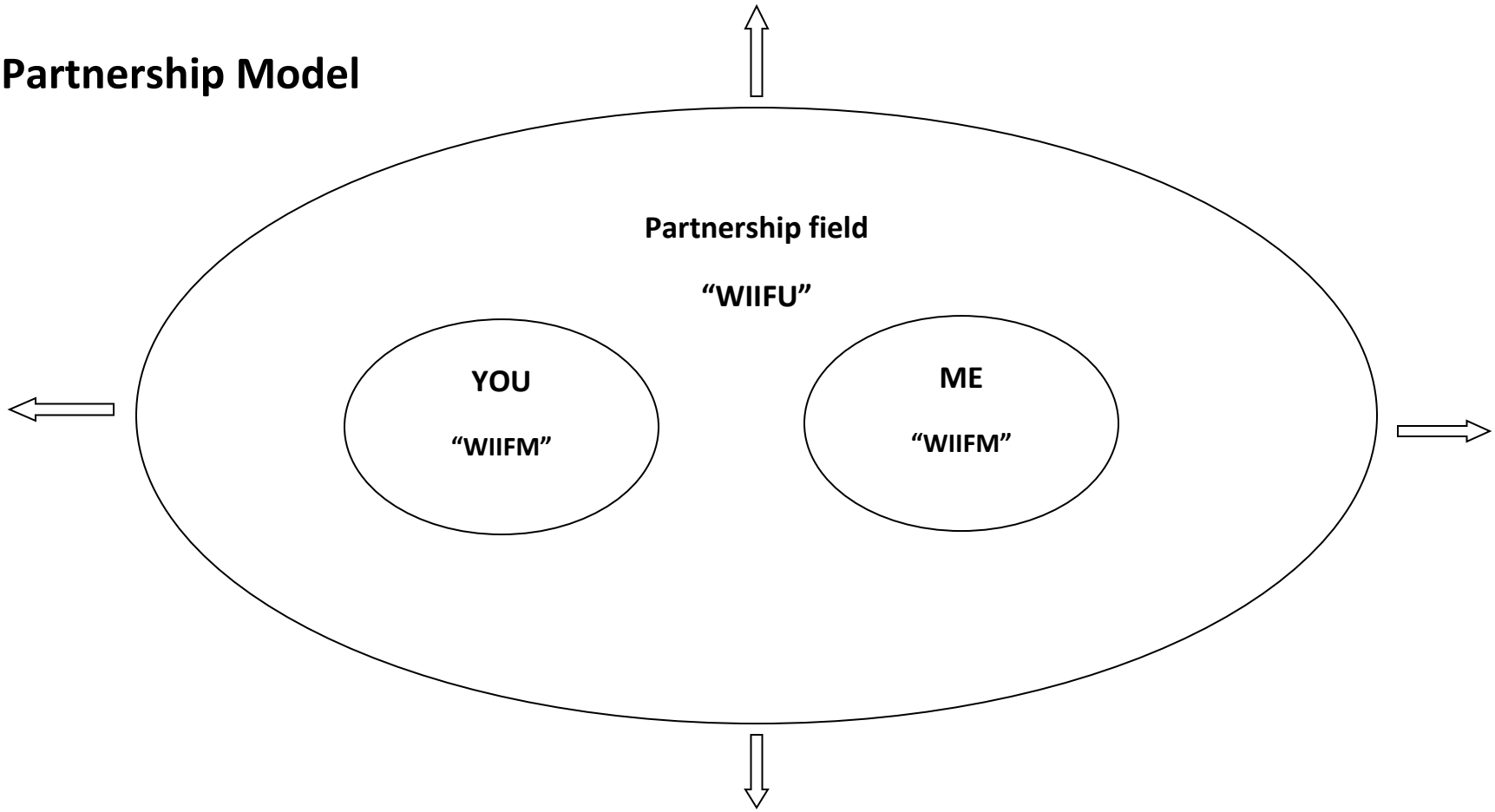
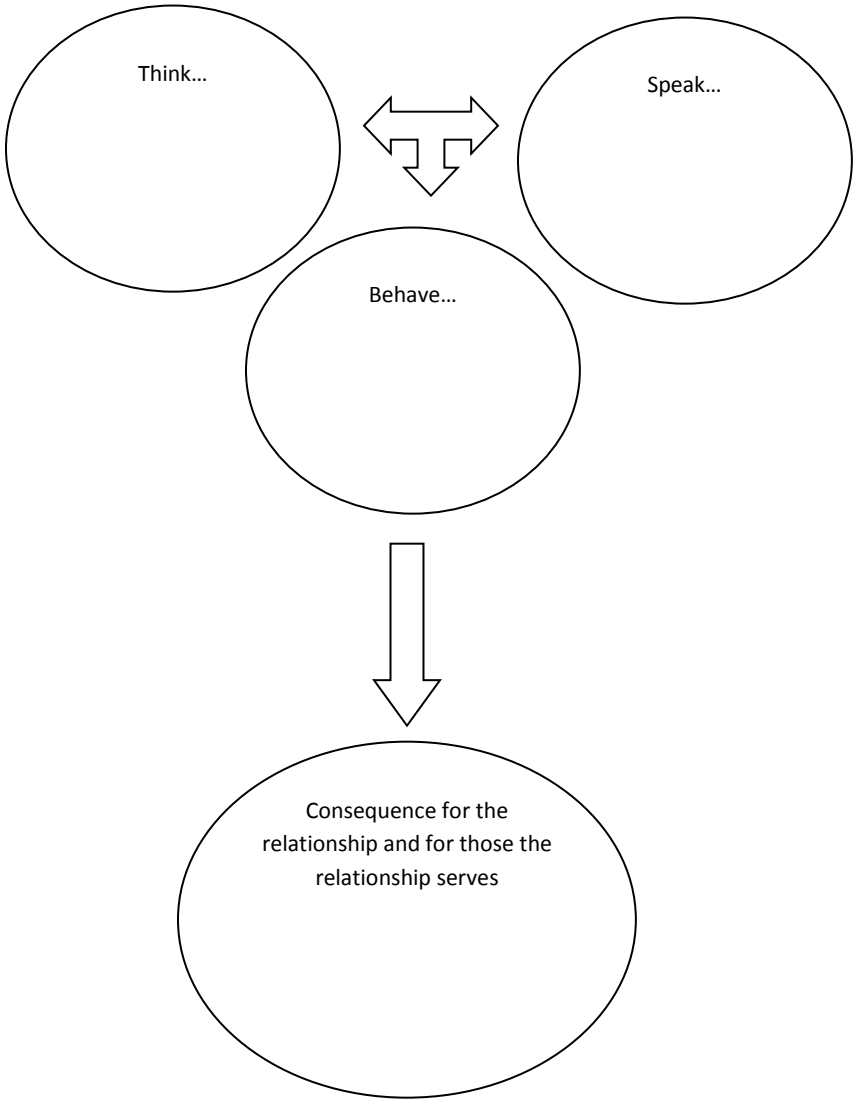
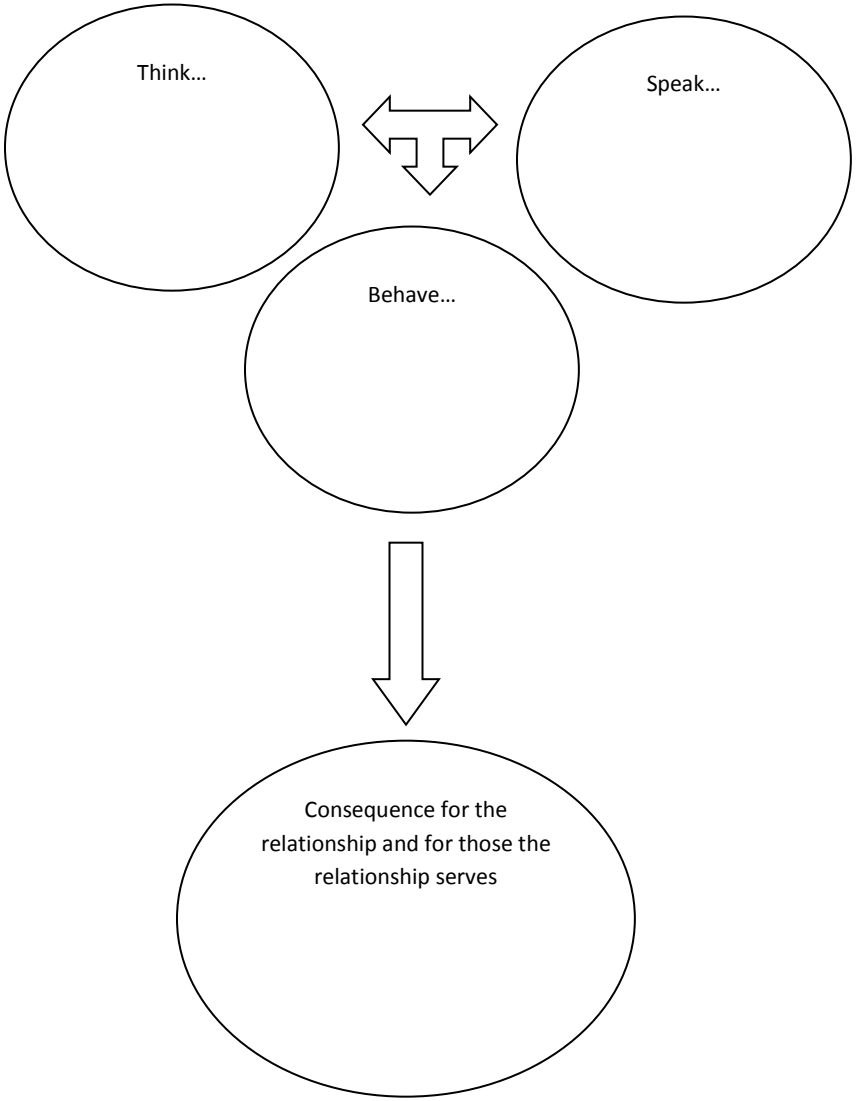
Partnership Model



This model helps illustrate the partnership field, or the space that exists between two people. We can either nurture or pollute this space through our words, actions, and behaviors. In our daily interactions, we typically focus on ourselves and what we want "WIIFM" (what's in it for me?). This model asks us to shift from this perspective to "WIIFU" (what's in it for us?). Why is this important? Though the particular partnership varies (e.g., family, friends, work colleagues, etc.) the importance of tending to the space between us remains because every partnership serves a larger entity (e.g., our children, spouses, friends, community or organization). When there is hostility or unmanaged conflict that exists between us, the space becomes polluted and it spins outward, affecting others. When we choose to consider the partnership and who it serves on the front end, before speaking, acting, etc., we ensure that we create a win-win for all parties involved.

With a focus on fulfilling my needs, I am predisposed to…



With a focus on fulfilling the needs of the partnership, I am predisposed to…