

# WORKING TOGETHER TO ACCOMPLISH OUR GOALS AND BETTER SERVE OUR CUSTOMERS

GSA's Conflict Management &  
Collaboration Summit

June 17, 2010

(10:45-11:45am )

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# STRATEGY #1: FOLLOW THE RULES

## The Cooperation Principle

1. The principle
  - a. *"To the degree that you give others what they need, they will give you what you need."*
  - b. It's the key to persuading, leading, motivating, selling, supervising, influencing, and guiding others or getting people to do what you want them to do.
  
2. Implications
  - a. The first implication
    - 1) *You must know what other people need.*
    - 2) If you don't know what they need, you obviously can't give them what they need.
  - b. The second implication
    - 1) Notice the sequence. *First you give them what they need, and then they give you what you need.*
    - 2) Most people have that twisted around.
  
3. The wrong path
  - a. With the path to cooperation so simple, why do so many people fail in their attempts at cooperation?

- b. It's because people are so blinded by their own personal wants that they give very little thought to filling the needs of others.
  - 1) For example, sales and marketing know what they need to sell the product, but they may not think about what manufacturing needs to produce the product on time.
  - 2) Or management may know what changes they need to make, but they don't think about what the employees need to know before they buy into the change.
- c. Then, when people don't get what they want, they punish people for not cooperating, which is exactly what people don't want.

# **STRATEGY #1: FOLLOW THE RULES**

## **Five Reasons Why People Don't Cooperate**

1. Don't know the rules
2. Don't like the rules
3. Don't trust the players
4. Don't care about the game
5. Don't see any rewards

## **STRATEGY #2: SPEAK THEIR LANGUAGE**

### **5 Work Languages**

1. Respect  
(keep your promises)
2. Belonging  
(provide genuine interest)
3. Communication  
(keep them informed)
4. Fun  
(demonstrate cheerfulness/playfulness)
5. Tangibles  
(provide unexpected acts of service)

## CONTINUAL LEARNING OPPORTUNITIES

**FREE SUBSCRIPTION** to my on-line newsletter. It's called "*Dr. Zimmerman's Tuesday Tip,*" comes out every Tuesday, and it's great.

**PROGRAM DATE:** June 17, 2010

**PROGRAM TITLE:** Working Together To Accomplish Our Goals and Better Serve Our Customers

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Organization \_\_\_\_\_

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### **HIRING DR. ZIMMERMAN**

Dr. Zimmerman delivers 9 different programs. If you'd like additional information on those programs and *how you can hire* Dr. Zimmerman to speak in your organization, just check below. Check as many as apply.

\_\_\_\_\_ Yes, call me about *how I can hire* Dr. Zimmerman.

\_\_\_\_\_ Yes, I have a specific program and/or date in mind. Date \_\_\_\_\_

\_\_\_\_\_ I only want general information "just in case" a program need comes up.

### **JOURNEY TO THE EXTRAORDINARY**

Dr. Zimmerman offers an intensive, two-day program for people who really want to dig in and get serious about outstanding performance and superior results. Check below if you'd like information on how you can be a part of the next Journey to the Extraordinary.

\_\_\_\_\_ Yes, send me the information I need to make a decision.