

Synergy

7. COMMON GROUND
Success common to the parties

8. COMMON CHALLENGE
Differences that must be combined

9. CREATIVE TRUEWIN™ SOLUTION
Solution that is successful for all parties

Commitment

10. WORK TO COMMITMENT
Minimum, individual 70% agreement with 100% commitment

11. DETAILED COMMITMENT
Accountabilities and consequences

Integrity

12. FOLLOW-THROUGH ON COMMITMENTS