



WIN LEADERSHIP

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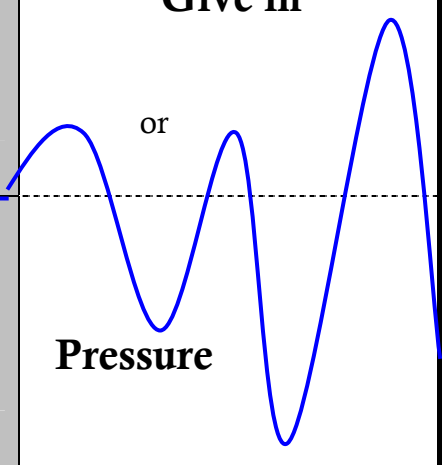
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The W.I.N.* Principle

How to build trust, not break it down

* What's Important Now

The W.I.N. Principle	WIN Leadership choices	Traditional Leadership choices
<p>Leader Areas of Responsibility</p> <p>Personal Boundaries → (who owns the task?)</p>		<p>Give in</p> <p>or</p> 
<p>Follower Areas of Responsibility</p>	<p>Support</p>	<p>Pressure</p>

Present Moment leaders **build trust** by Resisting actions that intrude into their area of responsibility, while Supporting the choices that others make within their responsibilities.

- **Resist** builds trust because the leader is consistent and true to their long term vision even if the immediate task or their own popularity is at risk.
- **Support** builds trust because a leader demonstrates their interest is in the person, even if the task isn't done the way the leader would do it.
- **The WIN Principle teaches leaders to discern where the boundaries are and making wise choices "in the present moment", resulting in building up trust & influence.**

Traditional choices **break down trust** by failing to live up to a leader's own responsibilities or alternatively intruding in on responsibilities that belong to others.

- **Giving in** breaks down trust because the leader failed to take a stand within their area of responsibility, (often to avoid conflict). The end result is finger-pointing, blame & negativity.
- **Pressure** breaks down trust by forcing people to do things they don't believe in. Followers become wary, compliant, or may even seek to prove the leader wrong (sabotage).
- **The WIN Principle teaches leaders to notice these trust-destroying behaviours, and to eliminate the habit-driven, instinctive desire to use them.**