



Habit 6: Synergize

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Business Hypotheticals

- **Imagine a business is competing for a bid to be the marketer for a major soft-drink.**
 - This business consists of...
 - An accountant – they determine the profits
 - A marketer – they determine how to reach people
 - An advertiser – they determine what the message will be
- **How would this business do if each person worked alone by themselves up until the day they presented to the client company?**
 - How would it differ if they worked with each other throughout the process?

Synergy

- **Synergy: when two parts cooperate, or work cohesively together, to produce a result that is greater than the individual efforts combined.**
- **Synergy is basically a fancy way of saying "two heads are better than one."**
 - This is the habit of creative cooperation.
 - It is teamwork, open-mindedness, and finding new solutions to old problems.
- **Synergy is a process, and through that process, people bring all their personal experience and expertise to the table.**
 - Together, they can produce far better results that they could individually.
 - When people begin to interact together genuinely, and they're open to each other's influence, they begin to gain new insight.

• Source: <https://www.stephencovey.com/7habits/7habits-habit6.php>



Synergy

- **Synergy is less about the pieces & parts and more about the big picture.**
 - You cannot 'create' synergy alone.
 - Synergy is the result the other 6 habits.
- **To create positive synergy, we must:**
 - Utilize the each 7 habits effectively.
 - Accept our weaknesses and work to improve them.
 - Say "no" to anything that is not true synergy (good is the enemy of great)
 - Commit to the "no deal" of win/win or no deal.
 - Value the product over personal recognition.
 - Value diversity of every kind and appreciate differences of opinion.



When a Habit Fails, Synergy Fails

Table #1: Business Habit Failures Leading to Synergy Failures

Habit	Business failure
1 Proactivity	Reactivity, hostility, micromanagement, negative business culture.
2 End in Mind	Conflict about goals, wasted work
3 First Things First	Bureaucratic slowdowns
4 Win-Win	Making money but ripping off customers
5 Seek to Understand	Sloppy management fixes leave problems in place
7 Self-Renewal	Burn out people's talent, also equipment failure and safety problems.

A failure in any one of the 7 Habits creates a failure of synergy, vastly reducing the value of a business.



Valuing Differences

- **Valuing differences is what really drives synergy.**
 - Those that thrive in environments high in diversity are most able to take advantage of the increased productivity that can result from collaboration.
 - Vice versa, those that feel less comfortable when working with those who have different ideas, ideologies, religions, or backgrounds are least able to take advantage of synergy.
- **Many people mistake uniformity for unity or sameness for oneness.**
 - Unity does not equal uniformity!

• Source: <https://www.stephencovey.com/7habits/7habits-habit6.php>



Three Approaches to Diversity

- **There are three ways in which people view diversity.**
 - Diversity can be a positive thing or a negative thing depending on your perspective and background.
- **Level 1: Shun diversity** - People who shun others are afraid of differences.
 - It disturbs them that someone may have a different skin color, worship a different God, or wear a different brand of jeans.
 - They are convinced their way of life is the “best” or “right”, or “only way.”
 - The person who is truly effective has the humility to recognize his/her own personal physical, mental, and cultural limitations.
 - Source: <http://mrpschneider.wikispaces.com/file/view/Habit+6+Synopsis.pdf>



Three Approaches to Diversity

- **Level 2: Tolerate diversity** – Tolerators believe that everyone has the right to be different.
 - They don't shun diversity but don't embrace it either.
 - It's the "Don't bother me and I won't bother you" attitude.
- **Level 3: Celebrate diversity** - Celebrators value differences.
 - We should celebrate differences.
 - To celebrate diversity on every issue is actually hard for most people.

• Source: <http://mrpschneider.wikispaces.com/file/view/Habit+6+Synopsis.pdf>



We are all a minority

- **We need to realize that diversity isn't just an external thing, it's also internal.**
 - Although we may be alike in so many ways, we are also so different.
- **We should celebrate our own differences.**
 - Our differences are what give us the ability to create possibilities that otherwise would not exist.
 - If we were all the same, our abilities would be reduced.
- **We need to identify roadblocks to celebrating diversity: ignorance, cliques, & prejudice.**
 - Unless we can identify and eliminate prejudice, we cannot achieve our maximum effectiveness.
 - Source: <http://mrpschneider.wikispaces.com/file/view/Habit+6+Synopsis.pdf>



Ways we differ on the inside.

- **We have different learning styles and intelligences – we learn best through our dominant intelligence.**

The various intelligences identified are:

- Linguistic – learn through reading, writing, telling stories
- Logical – Mathematical – learn through logic, patterns, categories, relationships
- Bodily-Kinesthetic – learn through bodily sensations, touching
- Spatial – learn through images and pictures
- Musical – learn through sound and rhythm
- Interpersonal – learn through interaction and communication with others
- Intrapersonal – learn through their own feelings

- Source: <http://mrpschneider.wikispaces.com/file/view/Habit+6+Synopsis.pdf>



Why this Matters

- **Knowing how we learn is important because it helps us to relate to those who learn differently.**
 - How we learn affects how we view the world.
 - Those that are skilled in linguistic or logical learning may not value the contributions of someone who learns differently.
 - They may not see this as something of 'real' value.
- **Those who cannot understand how others learn may not appreciate what others can contribute.**



One View of Leaders

- In addition to learning styles, we have different leadership styles.
- One view of leadership breaks people into four color categories:
 - Blue: These people need to feel unique and authentic. They are enthusiastic, sympathetic, warm, communicative, flexible and imaginative.
 - Orange: These people will act on a moment's notice. They are witty, charming, spontaneous, impulsive, optimistic, bold and physical.
 - Gold: These people follow the rules and respect authority. They are loyal, dependable, prepared, thorough, sensible, punctual, faithful, organized, caring and concerned.
 - Green: These people seek knowledge and understanding. They are analytical, conceptual, calm, collected, inventive, logical, problem solvers and often perfectionists.



- Source: <http://www.bizjournals.com/phoenix/blog/business/2011/04/Leadership-isnt-black-and-white.html?page=all>

Challenges

- **While it may aid people to understand how they view the world, knowing how others view the world can help us to navigate conflicts.**
 - Blue's tend to find the analytical nature of Green's to be off-putting and isolating.
 - Green's tend to find the emotional-based views of Gold's and Blue's to be flaky.
 - Gold's tend to value tradition and loyalty over spontaneity and creativity which can make it seem like they are dragging their feet when new ideas need to be adopted.
 - Orange's are often seen as dangerously impulsive and quick to jump to conclusions.



Opportunities

- **However, while each style of leadership has differences, these differences of leadership lead to more creative and effective outcomes.**
 - Blue's ensure fairness and that everyone is heard and appreciated.
 - Orange's contribute energy to the group and enable quick, decisive action when needed.
 - Gold's value tradition and encourage loyalty to the group.
 - Green's are the thinkers and identify the problems, causes, and solutions.
- **All are needed for a group to function.**



No one is “right” – we all interpret the world differently.

- **We see differently – Everyone sees the world differently and has different views about themselves, others, and life in general.**
 - There is no one “right” way to view the world – our own views are shaped by our own experiences and culture.
 - We are all products of our time and place.
- **We all have different styles, traits, and characteristics.**
 - Different personalities enable different ideas and promote creativity.
 - Without different viewpoints, we would not have new ideas.
 - Those who avoid diversity reduce their own effectiveness as a leader.
 - Those who seek and appreciate different viewpoints are best poised to develop novel ideas and creative solutions to most effectively solve their group’s problem



How to be Synergistic

- **Step 1: Accept that all humans are conditioned to viewing the world by their experiences.**
 - Rarely is one way the right way.
 - Differences of opinion do not lessen your own position – they strengthen it.
 - A different opinion does not mean the other person is wrong – our view of what is right/wrong is not absolute.
 - There is no “them”, only “us” – by viewing many ideas as “ours” and not “theirs”, we will gain more perspective.
- **If you insist you are right, be sure you know how you know you are not wrong.**
 - If you don't know, withhold judgment.



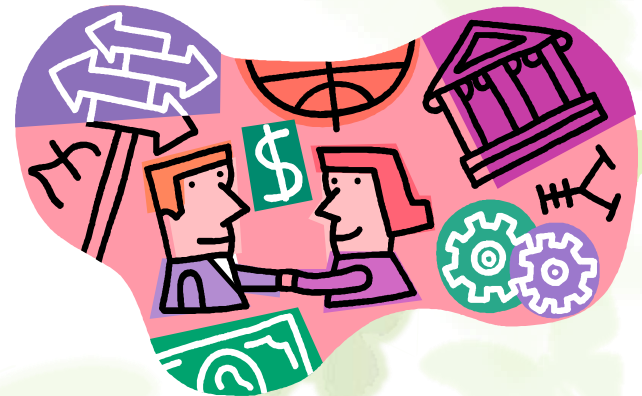
How to be Synergistic

- **Step 2: Appreciate why you view the world in the way that you do, and recognize that your viewpoint was not the creation of a perfect system.**
 - I.e. your view of the world will continue to change and develop as you have more and more experiences.
 - The wealth of your experiences are yet to come – you have only experienced a small amount of what the world has to offer.
 - To resist new ideas would be to resist the more perfect view of the world you will (hopefully) have some day.
 - Views, like habits, can be improved through self-awareness – actively seek and consider new ideas and perspectives.



How to be Synergistic

- **Step 3: Live each moment with purpose.**
 - Know why you are doing what you are doing.
 - Identify your principles and goals, and know why you do what you do.
 - Do not go through life reacting to stimuli – control your life and mold it to fit unselfish principles of service, charity, and justice.
 - Embrace the future and let go of the past – focus on the outcomes of decisions that are happening now and not on those that have happened before.
 - Commit yourself to something greater than yourself.
 - Know that good is the enemy of great.



How to be Synergistic

- **Step 4: Surround yourself with excellence.**

- Incorporate the kinds of people into your life that reflect the 7 Habits.
- You are known by the company you keep – make sure that the people you are surrounded by in your life are positive, proactive people with a commitment to their own unselfish principles.
- Ensure that you actively include the kinds of people in your life that value the good of the group over themselves.
- Your examples mean more than your words – make sure your actions reflect your ideals on a daily basis.
- Identify excellence and seek to emulate it.



How to be Synergistic

- **Step 5: Get over yourself.**

- You can be wrong. You are not always right.
- “The fool doth think he is wise, but the wise man knows himself to be a fool.” — [William Shakespeare](#)
- Accept that multiple views/ideas/perspectives have their merits and that both can be right at the same time.
- Just because one idea is correct does not mean that another is incorrect.
- Seek another’s opinion before offering your own.



How to be Synergistic

- **Step 6: Raise the praise and minimize the criticize.**
 - Criticism should only occur with careful thought and consideration.
 - While criticism can be necessary, it should only be used constructively and in small doses.
 - On the contrary, praise should be constant and continuous when deserved.
 - Be quick to praise and slow to criticize.



How to be Synergistic

- **Step 7: Reflect, Reconsider, Repeat**

- The only way to improvement is through self-awareness. The only way to self-awareness is through reflection.
- Whatever may be your strategy, be sure you are intentionally scheduling time to consider your actions, reflect on their results, and adjust how you live your life.
- Those who fail to reflect also fail to improve.

