

# [Introduction the third alternative. when two individuals](https://assignbuster.com/introduction-the-third-alternative-when-two-individuals/)

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INTRODUCTION 1.         Stephen R. Covey has one of the mostinfluential and flamboyant personality.

He has touched souls of many throughhis literature with his profound yet straight forward guidance. He has soldmore than 20 million books (in 38 languages), and The 7 Habits of Highly Effective People was named the #1 mostinfluential book of 20th century. His latest book The 3rd alternative introducesa groundbreaking approach to life’s many problem. 2.

Though his solutions are simple, yet hetranscends traditional solution to conflict by creating a median betweenproblems. His approach to the 3rd alternative solution is exemplary. There is no my way neither your way, the solution lies in the amalgamation ofboth that is our way – The 3rdalternative. He discussed plethora of examples in his book which is a realtime simulation of problems that people go through these days. The book isrichly illustrated with comprehensive graphics for smooth understanding ofreaders world-wide.      SUMMARY 3.         The book The 3rd Alternative was the last book of StephenCovey’s.

The book came in the same year as of his death and this book isperhaps more than this great man could give. Covey’s ideas are expressed veryfluently in this book which make this book more than just interesting. This isexpressed in much more beautiful way in word of Muhammad Yunus as:- “ In The 3rd Alternative, Dr.

Covey inspires us to think differently about solving problems than we everhave before. We must set aside our differences, including our boundaries, languages, economics, politics and cultures and work hand in hand together tocreate solutions which are greater than the problems we now face” – MuhammadYunus, Nobel Peace Prize winner 2006. 4.         StephenR. Covey in the book has expressed that conflicts can be resolved by auniversal solution called the third alternative. When two individuals fight, itis always my way or his way.

Everybody thinks that there are only options ‘ winor lose’, But Stephen R. Covey explains that is one more solution to theproblem which is mid-way of both. When both the parties see that the conflictcan be resolved through simple 3rd alternative, it brings harmonyamong two.

The author first presents the basicproblem in simple terms but shows how business and life are actuallyinterconnected. His approach to 3rd alternative is exemplary. 5.         Nowwe have the solution but how can this be implemented in real life is achallenge, and the author expresses the same. Thus, he provides an algorithm offew simple steps. The author writes 3 step process:- Paradigm 1: I See MyselfThe first paradigm is aboutseeing myself as a self-aware and self-sufficient human being. /25  – Paradigm 2: I See YouThe second paradigm is aboutseeing others as people instead of things. /33- Paradigm 3: I Seek You OutThis paradigm is aboutdeliberately seeking out conflicting views instead of avoiding or defendingyourself against them.

/40- Paradigm 4: I SynergizeWith YouThe last paradigm is aboutgoing for a solution that’s better than anyone has thought of before, anamalgamation of both the approaches. /596.         He speaks about Oscar Ybarra, Professor of Psychology at theUniversity of Michigan, who found that when people starts to get concerned moreabout themselves rather than others, it makes them psychologically more stable. He starts to forget bad things about others and starts looking for good things. This is what author conveys in paradigm 1 – I see myself and paradigm 2 – I seeyou. 7.

For paradigm 3 – I Seek You Out, Stephen R. Covey writes thatwhen we take a step ahead and ask for share of truth from others without any fear, it breaks our inner wall of pre-conceived notions. This in his own word is ‘ radicalshift in thinking’. This book shows how expansively Dr. Covey has absorbed bothfrom Middle Eastern cultures, from African traditions, and from the wisdomtraditions of the Far East. He says that he belongs to a leadership groupseeking to create a better bond between west and the Islamic community. Hisidea about the 3rd alternative can be applied here for maintainingpeace-full relationships.