

Introduction the third alternative. when two individuals

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

He has touched souls of many through his literature with his profound yet straight forward guidance. He has sold more than 20 million books (in 38 languages), and *The 7 Habits of Highly Effective People* was named the #1 most influential book of 20th century. His latest book *The 3rd alternative* introduces a groundbreaking approach to life's many problem. 2.

Though his solutions are simple, yet he transcends traditional solution to conflict by creating a median between problems. His approach to the 3rd alternative solution is exemplary. There is no my way neither your way, the solution lies in the amalgamation of both that is our way - *The 3rd alternative*. He discussed plethora of examples in his book which is a real time simulation of problems that people go through these days. The book is richly illustrated with comprehensive graphics for smooth understanding of readers world-wide. SUMMARY 3. The book *The 3rd Alternative* was the last book of

Stephen Covey's.

The book came in the same year as of his death and this book is perhaps more than this great man could give. Covey's ideas are expressed very fluently in this book which make this book more than just interesting. This is expressed 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 ever have before. We must set aside our differences, including our boundaries, languages, economics, politics and cultures and work hand in <https://assignbuster.com/introduction-the-third-alternative-when-two-individuals/>

hand together to create solutions which are greater than the problems we now face" - Muhammad Yunus, Nobel Peace Prize winner 2006. 4.

Stephen R. Covey in the book has expressed that conflicts can be resolved by a universal solution called the third alternative. When two individuals fight, it is always my way or his way.

Everybody thinks that there are only options 'win or lose', But Stephen R. Covey explains that there is one more solution to the problem which is mid-way of both. When both the parties see that the conflict can be resolved through simple 3rd alternative, it brings harmony among two.

The author first presents the basic problem in simple terms but shows how business and life are actually interconnected. His approach to 3rd alternative is exemplary. 5. Now we have the solution but how can this be implemented in real life is a challenge, and the author expresses the same. Thus, he provides an algorithm of few simple steps. The author writes 3 step process:- Paradigm 1: I See Myself The first paradigm is about seeing myself as a self-aware and self-sufficient human being. /25 - Paradigm 2: I See You The second paradigm is about seeing others as people instead of things. /33- Paradigm 3: I Seek You Out This paradigm is about deliberately seeking out conflicting views instead of avoiding or defending yourself against them.

/40- Paradigm 4: I Synergize With You The last paradigm is about going for a solution that's better than anyone has thought of before, an amalgamation of both the approaches. /596. He speaks about Oscar Ybarra, Professor of Psychology at the University of Michigan, who found that when people starts

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to get concerned more about 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 see you. 7.

For paradigm 3 - I Seek You Out, Stephen R. Covey writes that when 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 'radical shift in thinking'. This book shows how expansively Dr. Covey has absorbed both from Middle Eastern cultures, from African traditions, and from the wisdom traditions of the Far East. He says that he belongs to a leadership group seeking to create a better bond between west and the Islamic community. His idea about the 3rd alternative can be applied here for maintaining peace-full relationships.