

MEANINGS  
MARKET

Win at all costs or  
expense of others

Disregard own  
needs or others  
needs

Put others needs  
first

Seeking little wins  
and little  
concessions

Discuss and  
problem solve and  
seek mutually  
beneficial  
outcomes

## PROS MARKET

Usually fast

Stay out of trouble  
for the time being

Can keep the  
peace

Helpful if the issue  
is complex

Create mutual trust.  
Maintain positive  
relationships. Build  
commitments

## CONS MARKET

Can offend and hurt others in the process

Can lead to unresolved problems and resentment

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Some needs on both sides are not met

Takes time and energy

EXAMPLES  
MARKET

We'll do it my way. Let's just get the job done

Forget about it. Let's not make a big deal

Whatever you want is fine with me

I'll meet you half way

I'd like to do it this way, what would you like? Let's see how we can find a way for both of us to get what we want