“As we learn to think

win-win,

we seek mutual benefit   
in all our interactions.

We start thinking in terms   
of other people,

of society as a whole.

It profoundly affects what   
we see as ‘important’,

how we spend our time,

our response in the

moment of choice,

and the results we get

in our lives.”

# Stephen R. Covey - Book: First Things First, p. 213