

# The 360 degree approach

Always negotiating, all the time

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- Awareness
- Listening
- Empathy
- Openness
- Evaluation
- Humor

**What on earth do these have to do with making your case?**

- A passion for life or a vision for what you want to accomplish can motivate you, but you have to have a strategy to accomplish it.
- And, you are interacting with others who also have their own motivations and goals.
- The Golden Rule

- Change requires listening to those with whom you disagree and being prepared to compromise.
- Engage and listen and keep working until you build consensus.
- You can be completely right and you are still going to have to engage folks who disagree with you.

**President Barack Obama**

**Howard University**

**Commencement Speech, 5/6/16**

- Each interaction, each conversation at work is a negotiation and an attempt to reach an agreement.
- Using these ideas when speaking with elected officials is important, but using them when speaking with all staff – and the public, and your colleagues - is even more important.
- Learn what is important to the people with whom you are speaking and let them know what is important to you.

**Each conversation is an opportunity to make things better.**

- If you think that the only way forward is to be as uncompromising as possible, you will feel good about yourself, you will feel a certain moral purity, but you're not going to get what you want.
- And, if you don't get what you want long enough, you will eventually think the whole system is rigged – and that will lead to more cynicism and less participation.

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