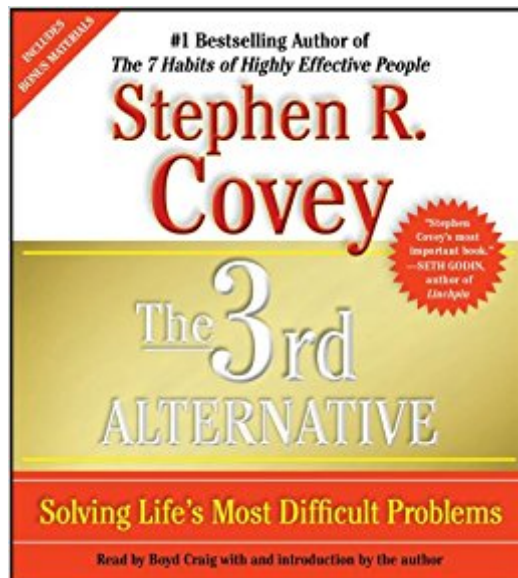




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# The 3rd Alternative: Solving Life's Most Difficult Problems



## Synopsis

A legacy work from the multimillion copy bestselling author of *The 7 Habits of Highly Effective People*—hailed as the #1 Most Influential Business Book of the Twentieth Century—*The 3rd Alternative* introduces a breakthrough approach to conflict resolution and creative problem solving. One of *Time* magazine's 25 most influential Americans, Dr. Stephen R. Covey has helped millions transform their lives. In *The 3rd Alternative* Covey turns his formidable insight to creative problem solving, presenting a powerful new way to resolve professional and personal difficulties and create solutions to great challenges in organizations and society. *The 3rd Alternative* transcends the traditional solutions to conflict—my way or your way—by forging a path toward a creative solution—a third option—that is far better than what either party proposes. Covey profiles in this work a wide range of innovative 3rd Alternative thinkers in fields including business, politics, law, education, policing, health, and family. Through stories and examples, Covey tells listeners how to build strong relationships with diverse individuals based on the notion of winning together and demonstrates how this can generate innovative solutions and growth. Beyond compromise, beyond mediation, *The 3rd Alternative* represents a radical, creative new way of thinking. Dr. Covey considers this his legacy work—a groundbreaking, but practical work that demonstrates why 3rd Alternative thinking represents the supreme opportunity of our time.

## Book Information

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## Customer Reviews

"In this book, Covey reaches out way beyond his familiar domain, to the Universe, and has come up

with a social vaccine capable of addressing if not resolving the existential agonies and angst that we all face, as individuals and to the organizations and societies that we live and work in. In this Olympiad vault, Covey has written his most ambitious and hopeful book, in my own view, a masterpiece to benefit all of us doing our best to live in peace and justice in this messy world."

--Warren Bennis, Distinguished Professor of Management, University of Southern California and author of the memoir, "Still Surprised""Dr. Covey has done it again. "The 3rd Alternative" is not only powerful reading--it answers some of life's most challenging questions. A must-read for all future leaders." --Jon M. Huntsman, Sr."You can 'get' Stephen Covey's message in five pages--or less. But I dearly hope you will carefully read and apply "every" page. Stephen has given us a precious gift--but, like most profound ideas, it is the daily, conscious practice that can or will transform your life."--Tom Peters, author of "The Brand You 50 "and "Re-imagine: Business Excellence in a Disruptive Age""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 hand together to create solutions which are greater than the problems we now face." --Muhammad Yunus, Nobel Peace Prize winner 2006"Even in our conflicted times, now and again we catch a glimpse of the better thing. Dr. Covey shows us how to seek that better thing and transcend our deepest disputes." --Archbishop Desmond Tutu"A most compelling approach for addressing the most challenging issues of the day. It is an inarguable formula for success in the corporate world and beyond." --Douglas R. Conant, retired CEO, Campbell Soup Company, and "New York Times" bestselling author"Once again, Stephen Covey has nailed it. In this latest book, he offers meaningful advice for navigating life's toughest challenges. It's not about 'my way, ' or 'your way, ' but seeking out 'our way.'" --J.W. Marriott, Jr., Chairman & CEO of Marriott International, Inc."In "The 3rd Alternative", Stephen Covey urges us to chart a course beyond the suboptimal solutions to all our crises - beyond left and right, and beyond the many false choices in front of us. "The 3rd Alternative" is a wise and welcome echo of Einstein's warning that the problems we're facing today cannot be solved by the same level of thinking that created them." --Arianna Huffington, president and editor-in-chief of the AOL Huffington Post Media Group

Recognized as one of Time magazine's twenty-five most influential Americans, Stephen R. Covey (1932–2012) was an internationally respected leadership authority, family expert, teacher, organizational consultant, and author. His books have sold more than twenty-five million copies in thirty-eight languages, and The 7 Habits of Highly Effective People was named

the #1 Most Influential Business Book of the Twentieth Century. After receiving an MBA from Harvard and a doctorate degree from Brigham Young University, he became the cofounder and vice chairman of FranklinCovey, a leading global training firm.

Dr. Covey inspires us again. This 3rd alternative thinking will be our guiding principle in the life. We are currently living in a difficult world. Environment, health, poverty and impartiality issues weigh heavily on us incessantly. Not only to solve the conflict but also to regain our soul, we need to change our paradigm. He points out we are too much swallowed up by the serious identity theft, which deprives the sense of who we are and what we can do in our life. We have to sneak away from the thinking of the industrial age, two alternative thinking. The key to a healthy society, he says, is to align the social will, the value system, with the principles of synergy. Every corporations, politicians, doctors, musicians, educators and governmental officers of famous and only known locally, he introduce as 3rd alternative thinkers, are unanimously impressive. Especially Pablo Casals's words knocked out me. Whoever can say I'm beginning to notice getting better at this at the age of ninety three. I gird up my loins again to live in crescendo. Dr. Covey's erudite knowledge covers the whole globe. We can deepen our cultural anthropology understandings, like ubuntu, talking stick communication, ashimsa, dharma and izzat, etc. In Japanese, the Chinese character of person comes from a scene two people stand on earth leaning against each other. We should know we live on an interdependent planet, and need to think in holistic to solve the difficulties we are facing, rather than consider the sum of the parts, by a broad and deep understanding reality. The 7 habits has been my guidance to date to lead a highly effective life. Now and then I stop and looked back myself to the light of these guidelines. From now on I'll add this 3rd alternative thinking to my mental attitude. I believe our capability in creating our own change and finding ways to create synergy within our circle of influence. I wish the consequences of our action expand with time. I would like to be a writer of my life, too.

This is the very first book I have ever read from the author and it has been immensely helpful to me in putting "a" perspective on my life. The best part of the book for me was that within the first 50 pages, Dr Covey laid out the "See-Do-Get" framework in a very concise manner. That I was going through a personal turmoil and desperately looking for wisdom helped in grasping the essence (at least that's what I think) of the book quickly. The anatomy of "synergy" as suggested by Dr. Covey, lies in the true and meaningful understanding of self, others and then using those insights to reach out and co-create what may not have been possible before. Conflict is inevitable. It is not something

that we can escape from. And as much as we can claim that differences are to be celebrated, Dr. Covey provides a very clear analysis that differences can be celebrated only when we take the time and effort to truly and deeply understand each other. He goes further to outline a prescription on how to reach out to each other and create possibilities, effectively giving the term "brainstorming" a new definition. I found a lot of similarity in the core concepts with those presented in the book "Debunking the Leadership Myth: The Story of Conscious Leadership". In both books, what comes across as a recommendation is NOT to start with our behaviors but our drivers - our belief systems, our attitudes, our very sense of being. It is only when we see ourselves deeply, candidly and acknowledge ourselves fully that we can do the same for others. And those insights are the right foundations for subsequent behaviors which in turn, lead to meaningful outcomes/results. After laying out the conceptual framework, Dr. Covey narrates multiple applications of the same extending both the theory for specific situations (dealings with business colleagues, dealings with children, spouse, relatives etc) and substantiating the situation specific context with anecdotes. While one can question the anecdotes, the simplicity and the appeal of the synergy framework is undoubted. If I can summarize - the book provides a fairly potent tool in one's journey of mindfulness.

Anyone familiar with The 7 Habits of Highly Effective People is familiar with each of the habits. Although the book and its related classes and workshops go into detail on all of the habits, the 6th Habit in particular, "Synergize", is one that is in essence its own topic. This book adds depth to that particular habit because it really is the culmination of the foundation laid by all the other habits. I enthusiastically recommend this book to anyone that has read the 7 Habits and/or taken its workshops. I do add one caveat in that if you're not familiar with the 7 Habits, don't start with this book. Read that one first, otherwise the concepts in this book would be very difficult to follow all the way through.

The approach to this book was very well conceived in my opinion. Providing examples and deeper insight of habits 4, 5, & 6 within the most important contexts of our life is very valuable to me. As someone who regularly returns to Covey's materials, and works diligently to apply them in my life... This book has been very helpful in my journey. Rest in peace Dr. Stephen Covey. You were one of our greatest teachers. Blessings to your family, and may your legacy live on through each of us.

Communication is one of the most important aspects of our life and often ends horribly wrong in the

most important moments. When two opposing views come together, using the technique suggested by The 3rd Alternative, some of the most incredible solutions can come about rather than the usual "two sides mad at each other." This book shows you how to be more effective and get better solutions that make both sides happy, rather than a compromise where everyone loses something, in all various aspects of our lives.

Awesome book about achieving excellence in leadership and inspiring others to achieve the same: Very principled, even godly! If everyone lived accordingly this would be a very happy globe. . . . I went through this several times.

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