

Three modes of communication:

Mode 1: **Transfer**

persuade

End situation is given.

How do you convince partners to join your action?

Mode 2: **Exchange**

negotiate

Eindsituatie is het resultaat van geven en nemen.

Hoe realiseer je zoveel mogelijk van jouw doelen?

Mode 3: **Co-Creation**

create

End situation is a surprise.

What becomes possible if you share all your resources for a dream you share?



**Make a new pie
together**