

Collaborate, Don't Contend

What does the idea of: "Collaborate, Don't Contend" mean to you?
"Don't argue with someone who rejects your idea. Collaborate with the person to make something positive happen." Do you have an example, real or theoretical, where this approach could or was applied? If so, please share the specifics.
How do you balance this approach with maintaining your core values? The more specific you can be the better.