

Dale Carnegie

How to Win Friends and Influence People

Fundamental Techniques in Handling People

- Don't criticize, condemn, or complain
- Give honest and sincere appreciation
- Arouse in the other person an eager want

6 Ways to Make People Like You

- Become genuinely interested in other people
- Smile
- Remember that a person's name is to that person the sweetest and most important sound in any language
- Be a good listener. Encourage others to talk about themselves
- Talk in terms of the other person's interests
- Make the other person feel important

Win People to Your Way of Thinking

- The only way to get the best from an argument is to avoid it
- Show respect for the other person's opinions. Never say "You're Wrong"
- If you are wrong, admit it quickly and emphatically
- Begin in a friendly way
- Get the other person saying Yes immediately
- Let the other person do a great deal of the talking
- Let the other person feel that the idea is his or hers
- Try honestly to see things from the other person's point of view
- Be sympathetic with the other person's ideas and desires
- Appeal to the nobler motives
- Dramatize your ideas
- Throw down a challenge

Leadership

A leader's job often involves changing your people's attitudes and behavior. Some suggestions to accomplish this:

- Begin with praise and honest appreciation
- Call attention to people's mistakes indirectly
- Talk about your own mistakes before criticizing the other person
- Ask questions instead of giving direct orders
- Let the other person save face
- Praise the slightest improvement and praise every improvement.
- Give the other person a fine reputation to live up to
- Use encouragement. Make the fault seem easy to correct
- Make the other person happy about doing the things you suggest