

## **How to Win Friends and Influence People - Dale Carnegie**

### **Fundamental Techniques in Handling People**

- Principle 1: Don't Criticize, condemn, or complain.
- Principle 2: Give honest and sincere appreciation.
- Principle 3: Arouse in the other person an eager want.

### **Six Ways to Make People Like You**

- Principle 1: Become genuinely interested in other people.
- Principle 2: Smile.
- Principle 3: Remember that a person's name is to that person the sweetest and most important sound in any language.
- Principle 4: Be a good listener. Encourage others to talk about themselves.
- Principle 5: Talk in terms of the other person's interests.
- Principle 6: Make the other person feel important -- and do it sincerely.

### **Win People to Your Way of Thinking**

- Principle 1: The only way to get the best of an argument is to avoid it.
- Principle 2: Show respect for the other person's opinions. Never say, "You're Wrong."
- Principle 3: If you are wrong, admit it quickly and emphatically.
- Principle 4: Begin in a friendly way.
- Principle 5: Get the other person saying "yes, yes" immediately.
- Principle 6: Let the other person do a great deal of the talking.
- Principle 7: Let the other person feel that the idea is his or hers.
- Principle 8: Try honestly to see things from the other person's point of view.
- Principle 9: Be sympathetic with the other person's ideas and desires.
- Principle 10: Appeal to the nobler motives.
- Principle 11: Dramatize your ideas.
- Principle 12: Throw down a challenge.

### **Be a Leader**

- Principle 1: Begin with praise and honest appreciation.
- Principle 2: Call attention to people's mistakes indirectly.
- Principle 3: Talk about your own mistakes before criticizing the other person.
- Principle 4: Ask questions instead of giving direct orders.
- Principle 5: Let the other person save face.
- Principle 6: Praise the slightest improvement and praise every improvement. Be "heartly in your approbation and lavish in your praise."
- Principle 7: Give the other person a fine reputation to live up to.
- Principle 8: Use encouragement. Make the fault seem easy to correct.
- Principle 9: Make the person happy about doing the thing you suggest.