

***“Talk to people about themselves and they will listen for hours.” – Benjamin Disraeli***

The tools you need to build robust friendships, strengthen your network, and make people eager to help you succeed can be found in an 80-year-old book called 'How to Win Friends and Influence People.'

The principles in 'How to Win Friends and Influence People' are as applicable today as they were when the book was published in 1936 and will continue to be relevant for centuries.

The principles in this book can be distilled down to two fundamental behaviors.

## **Be Genuinely Interested in Others**

***“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.” – Dale Carnegie***

When you meet someone your mission is to discover what subject fascinates them and then find a way to be equally fascinated.

For example, if someone is interested in collecting stamps (a subject that you might think is boring), research stamp collecting. In your research, you could discover a fascinating fact about stamps, like the most valuable stamp in the world is worth \$9.5 million.

When possible, ask people for advice on a topic that interests them. For example, “If I were to start a stamp collection, how do you recommend I get started?”

When you give someone the opportunity to share their interest and expertise on a subject they enjoy, they will associate their joy with your presence.



## **Give Frequent Praise**

Think of a person who has recently praised your work. What was your opinion of that person after receiving praise?

Think back to a teacher or boss who regularly praised your work. How does that teacher or that boss compare to other teachers and bosses?

***"In our interpersonal relations, we should never forget that all our associates are human beings and hunger for appreciation. It is the legal tender that all souls enjoy." - Dale Carnegie***

***“I consider my ability to arouse enthusiasm among my people the greatest asset I possess, and the way to develop the best that is in a person is by appreciation and encouragement. I am anxious to praise but loath to find fault. If I like anything, I am hearty in my appreciation and lavish in my praise” - Charles Schwab***



Like Schwab, live in a spirit of acknowledgment and be eager to praise others for their effort.

When you notice a co-worker putting in extra effort on a project, walk over to them and praise their commitment to the team. If your child or partner helps around the house in a small way, praise them for their effort.

***“The difference between appreciation and flattery? That is simple. One is sincere and the other insincere. One comes from the heart out; the other from the teeth out. One is unselfish; the other selfish. One is universally admired; the other universally condemned.” - Dale Carnegie***

To build your praise and appreciation muscle, make praise and appreciation a daily habit. Take two minutes at the start of every day to write an email to praise a friend or co-worker for any progress they've recently made on a personal goal or professional project. Make it personal and specific; tell them what impresses you most.

***“William James said: ‘The deepest principle in human nature is the craving to be appreciated.’ He didn’t speak, mind you, of the ‘wish’ or the ‘desire’ or the ‘longing’ to be appreciated. He said the ‘craving’ to be appreciated.***

***Here is a gnawing and unfaltering human hunger, and the rare individual who honestly satisfies this heart hunger will hold people in the palm of his or her hand and ‘even the undertaker will be sorry when he dies.’”***

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