

# How To Win Friends & Influence... Your Employees Should You Be Friends With Your Employees? Of Course You Should!

By Barb Blashki

Marketers around the globe structure their campaigns around the theory that people are more likely to buy products from people that they **know, like and trust**.

A similar trend can be found in the workplace – employees are more likely to exert **discretionary effort** for employers and managers that they know, like and trust or, in other words, people that they view as friends or friend-like. **Discretionary effort** is what we all want to see from our employees – it is the extra effort that they choose to put into their jobs that is over and above what is expected or required of them.

As with most things, there's a balance to be sought. Becoming friends with an employee doesn't mean that you need to start socialising with them out of working hours, or inviting them to your birthday party – but it does mean that you treat them in much the same way that you would treat a valued friend.

I make it a habit to re-read Dale Carnegie's "**How To Win Friends And Influence People**" every year – and I think that it should be required reading for all employers and managers. First published in 1937, Carnegie constantly revised the book until his death in 1955 and since that time the publishers have tweaked it a little more to include more contemporary examples, although the core content has not been tampered with. His messages are as valid now as they were in 1937.

If you have a copy and you haven't read it recently maybe it's time to take another look. If you don't have a copy, then I recommend that you get yourself one. In the meantime, here is a summary of the key points:

## **Don't criticize, condemn or complain**

"Criticism is futile because it puts a person on the defensive and usually makes him strive to justify himself... it wounds a person's precious pride, hurts his sense of importance, and arouses resentment... Any fool can criticize, condemn and complain – and most fools do... it takes character and self-control to be understanding and forgiving"

## **Give honest and sincere appreciation**

"the deepest urge in human nature is the desire to be important... the deepest principle in human nature is the craving to be appreciated... the way to develop the best that is in a person is by appreciation and encouragement... praise publicly as well as privately... praise is sincere, flattery is not... all our associates are human beings and hunger for appreciation"

## **Arouse in the other person an eager want**

"the only way on earth to influence other people is to talk about what they want and show them how to get it... if there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own"

## **Become genuinely interested in other people**

"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"

## **Smile**

"your smile is a messenger of your good will"

**Remember that a person's name is to that person the sweetest and most important sound in any language**

"the average person is more interested in his or her own name than in all the other names on earth... remember that name and call it easily and you have paid a subtle and very effective compliment"

**Be a good listener. Encourage others to talk about themselves**

"if you aspire to be a good conversationalist, be an attentive listener. To be interesting, be interested. Ask questions that other persons will enjoy answering"

**Talk in terms of other people's interests**

"the royal road to a person's heart is to talk about the things he or she treasures most"

**Make the other person feel important – and do it sincerely**

"we want the approval of those with whom we come into contact... recognition of our true worth... a feeling that we are important in our own little world... we don't want cheap, insincere flattery"

**The only way to get the best of an argument is to avoid it**

"why prove to a man he is wrong? Is that going to make him like you?... if you argue and rankle and contradict, you may achieve a victory sometimes; but it will be an empty victory because you will never get your opponent's goodwill"

**Show respect for the other person's opinions. Never say "You're wrong."**

"nothing good is accomplished and a lot of damage can be done if you tell a person straight out that he or she is wrong. You only succeed in stripping that person of self-dignity and making yourself an unwelcome part of any discussion"

**If you are wrong, admit it quickly and emphatically**

"there is a certain degree of satisfaction in having the courage to admit one's errors. It not only clears the air of guilt and defensiveness, but often helps solve the problem created by the error"

**Begin in a friendly way**

"domineering bosses... ought to realise that people don't want to change their minds. They can't be forced or driven to agree with you... but they may possibly be led to, if we are gentle and friendly, ever so gentle and ever so friendly"

**Get the other person saying "yes, yes" immediately**

"in talking with people, don't begin by discussing the things on which you differ. Begin by emphasizing – and keep on emphasizing – the things on which you agree"

**Let the other person do a great deal of the talking**

"our friends would much rather talk to us about their achievements than listen to us talk about ours"

**Let the other person feel that the idea is his or hers**

"isn't it wiser to make suggestions – and let the other person think about the conclusion?"

**Try honestly to see things from the other person's point of view**

"there is a reason why the other man thinks and acts the way that he does. Ferret out that reason – and you have the key to his actions... success in dealing with people depends on a sympathetic grasp of the other person's viewpoint"

**Be sympathetic with the other person's ideas and desires**

"sympathy the human species universally craves... 'self-pity' for misfortunes real or imaginary is, in some measure, practically a universal practice... if you want to win people to your way of thinking... be sympathetic"

**Appeal to the nobler motives**

"People are honest and want to discharge their obligations... make them feel that you consider them honest, upright and fair"

**Throw down a challenge**

"the way to get things done is to stimulate competition. I do not mean in a sordid, money-getting way, but in a desire to excel... the challenge... an infallible way of appealing to people of spirit"

Bio – Online Leadership and Management Coach **Barb Blashki** devotes her working life to sharing her expertise in people management with small business owners and managers just like you. She publishes her [Keeping Good Company](#) e-newsletter fortnightly – full of free tips and advice. She is the author of various [books](#), [training programs](#), [home study courses](#) and [free leadership and management articles](#). Visit [www.barbblashki.com](http://www.barbblashki.com) for further details, a FREE subscription to [Keeping Good Company](#), a FREE [special report](#) and more [FREE reprint articles](#).