

## Principles on “How to Win Friends and Influence People” In a Nutshell - by 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 "heartily 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 other person happy about doing the thing you suggest.