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the book
of DALE

CliffsNotes: HOW TO WIN FRIENDS & INFLUENCE PEOPLE

- D** **Develop** patience
- A** **Avoid** arguments; it is the only way to win them
- L** **Listen** first, then speak
- E** **Encourage** others to talk about themselves and share their ideas

- C** Practice open **Communication**
- A** Use **And**, not but
- R** **Respect** others always, even if you don't agree with them
- N** Remember it is **Not** about you, it's about them
- E** **Express** honest and sincere appreciation
- G** Show **Genuine** interest in people
- I** Make people feel **Important**, see things from their perspective
- E** Admit quickly and **Empathically** when you are wrong

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