

Key concepts gleaned from

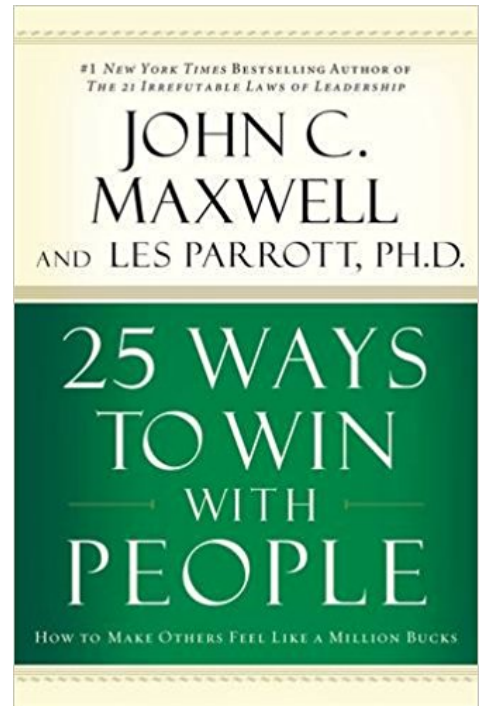
25 Ways to Win with People

by John Maxwell

A note from Donna:

Nothing in life is more important than people.

The way we view people is the difference between manipulating and motivating. We manipulate people when we move them for our personal advantage. However we motivate people when we move them for mutual advantage. Adding value to others is a win-win. Adding value to people is one of the reasons God put us here on earth. You cannot go wrong by helping others to live a better life or to reach their potential.



#1. Practice the 30-Second Rule

Within the first 30 seconds of a conversation, say something encouraging to a person. Instead of focusing on yourself, search for way to make them look and feel good.

- a. Thank them for something they have done
- b. Tell others about their accomplishments
- c. Praise for a personal quality they exhibit
- d. Compliment their appearance

#2. Genuine concern for others is a lifestyle more than a technique

Learning to develop genuine concern for others will become a part of your personality if you work on it on a daily basis. If you make it a reflexive habit with the people around you, it will become what you are, rather than what you do, Make it your goal to find out what is important to them. Listen with your heart to hear theirs. Asking good questions is fundamental to connecting with others.

This is such a great and easy way to make friends with people: F.O.R.M. People love to talk about what's important in their lives!

Family – Do you have kids? Do they live in the area? Do you get to see them often?

Occupation – What kind of work do you do? Been working there long? What do you like about your work? Not like?

Recreation – What do like to do for fun? Do you get to do it often?

Motivation – Do you have any dreams in life you'd still like to accomplish?

#3. Accept the fact that people are different

Celebrate their differences and learn to value how God has made them. A must read is Florence Littauer's book "Wired that Way." It helps one realize the tremendous value in understanding different temperaments and talents and working harmoniously together so that everyone wins. Learning their personality temperament will help you discover the keys to their heart. Also, email me at info@donnaehrlich.com to request the 4 Gem personalities; see which you are and how to value, accept and work with the other 3 personality types.

#4. Let people know you need them.

The simple phrase “I can’t do it without you” may be the biggest compliment you give someone. Leaders can become great when they realize that they are the ones who need people. As humans we long for a life of significance. We all need to know we are needed and that what we offer to others is of value. Individuals who winning make others feel that they are at the very heart of things, not at the periphery. Let people know “I can’t do this without you!”

#5. Create a memory and visit it often

Few things bond people together like a shared memory. Do things to honor people. The richest memories are often those we plan and intentionally create.

Initiate – make something happen. Don’t wait for others to initiate memory moments.

Time – set aside time to make something happen. If we don’t carve out the time, we can’t create the memory.

Plan – plan for something to happen. Most people wait for memorable experiences to happen, never giving thought to planning an experience that will make a memory. Perhaps the most memorable moments will even be those few words about a person and why that person hold such a special place in our hearts.

Shared experiences – make something happen together.

Momentos – things we love because of the memories they help us remember. Photos can be a treasure, or give something else to remind them of the memory.

Relive the memory – the most important part of creating a memory is the ability to relive it. It’s the payoff. Even a conversation at the end of an experience, asking them to share their own favorite highlight can bring lasting bonds. We need to ask ourselves: what memories have I already created with people in my life that we need to relive together? Don’t wait for memories to happen to you; make memories happen.

#6. Compliment someone in front of others

A private complement turned public instantly and dramatically increases in value. People LONG to feel important and know they really matter. Compliments affirm people and make them strong. Encouragement is oxygen to the soul. When we give someone a public compliment, we give him or her wings like an eagle.

Give others a reputation to uphold – Consider what is special, unique, and wonderful about this individual. Then share that with them and others. We want to become the kind of person who thinks the best of people and speaks about the fine qualities we see in them. When we give someone a reputation to uphold, we give them something good to aim for. It’s putting something that was beyond their reach within their grasp. People will go farther than they imagined when someone they respect tells them they can.

Hold a high opinion of people – The opinions you have of people in your life affect them profoundly. People perform consistently as they perceive you expect them to perform.

Back up your high opinion of others with action – Give responsibility that shows your high opinion of them.

Look beyond their pasts and give them a reputation for their future – Give people a new name that speaks to their future and their potential. Everyone loves the encouragement of seeing and speaking to their potential. Many people go further than they thought they could go because someone else believed they could and told them so.

#7. Say the right words at the right time:

- The wrong words said at the wrong time discourage.
- The wrong words said at the right time frustrate.
- The right words at the wrong time confuse.
- The right words at the right time encourage.

Saying the right words is not enough. Timing is crucial.

It's not only vital to say the right thing in the right place, but far more difficult is leaving unsaid the wrong thing at the tempting moment. And it's not just what you say by how you say it.

Are your words hollow or from the heart? Look for opportunities to uplift others with your words. It just might change their lives. When you offer something to a person at the point of his need—even when that person is a stranger—you are very likely to become trusted and seen as honorable. You will be seen as someone who is dependable and considerate. Forget about what you want to say, and focus on what the other person needs to hear. Ask yourself, what would I want to hear if I were in someone else's shoes?

#8. Encourage the dreams of others

“Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.” --Mark Twain.

It is a great privilege when people share their dreams with you. It shows a great deal of courage and trust. At that moment, be conscious that we have great power in their lives. It's no small matter. A wrong word can crush a person's dream; the right word can inspire them to pursue it.

Understand that dreams are fragile – By talking others out of their dreams, critical people excuse themselves for staying in their comfort zones. Never allow yourself to be a dream killer; become a dream releaser.

To lose a dream is a great loss – Benjamin Franklin observed, “Most people die from the neck up at age 25 because they stop dreaming.” That's why it's so important that we help keep others' dreams alive. By doing so, we can help them live more richly and fully.

Encouraging others in their pursuit of a dream gives them a wonderful gift – Because dreams are at the center of our souls, we must do everything in our power to help turn dreams into reality. This is one of the greatest gifts we can ever give. How can we do this?

1. Ask them to share their dream with you. Everyone has a dream, but few people are asked about it.
2. Affirm the person as well as the dream. Let them know you value their dream but that you also recognize traits in that individual that can help them achieve it.

3. Ask about the challenges they must overcome to achieve their dream.
4. Offer your assistance. No one achieves a worthwhile dream alone. People light up when you offer your assistance.
5. Revisit their dream with them on a consistent basis. If you really want to help, check in with them and keep their dream alive, offering assistance.
6. Determine daily to be a dream booster, not a dream buster. Everyone has a dream and everyone needs encouragement.

People will live up to their dreams when they have a chance to fulfill them – There is no telling what might happen if you were to begin encouraging the dreams of the people around you. Start encouraging others. The more you do, the more they will share their dreams with you. And the greater the chance you will get to watch them bloom. Forget critiquing another person's dream, affirm his lofty vision and his pursuit to realize it. When a person shares their dreams with you, it is the center of their soul.

#9 Pass the credit along to others

Express your gratitude for the credit--we all need it--but don't stop there. Credit the people in your life who helped make it happen; everyone in the process has a part to play.

Leave your ego at the door – *“An egotist is not a person who thinks too much of himself, it's someone who thinks too little of others.”*

Say it in front of others – *“There's nothing greater in the world than when somebody on the team does something good and everybody gathers around to pat him on the back.”*

Put it in print – When you give credit verbally, you uplift them for a moment. When you take the time to put it in writing, you have the potential to uplift them for a lifetime. We can never underestimate the impact that an article, a public notice, or a personal note can make. What takes only a few minutes to write may be something that inspires another person for decades.

Only say it if you mean it. If you are not sincere, you don't make people feel good; you make them feel they're being schmoozed. When you pass credit on to others, you need to do it from the heart. Passing credit on to others, you actually change their biochemistry and create an emotional stamp that forever associates you in their minds with their success. Publically pass along credit for a successful endeavor to as many people as you can. If each person were to confess their most secret desire, it would be “I want to be praised.”

#10. Offer your very best

We always want to exceed people's expectations. To help us develop this mindset, consider that:

Anyone can be an important person to me – View everyone as important, not just the people we like the most. Give your best to all these important people.

Anything we do can be made important when we give it our best – Common relationships transform when given uncommon effort. Average conversation becomes something better when we listen with great interest. Unremarkable events become something special when we spice it up with our best creativity.

You can become important to anyone. We naturally value the people who value us. So if you want to be important to others, treat them as important. The most effective way to do that is to give them our very best.

Make the most of your gifts and opportunities. *“My potential is God’s gift to me. What I do with it is my gift to God. Make every day your masterpiece.”* If we give our very best all the time, we can make our lives into something special. And that will overflow into the lives of others. Volunteer beyond what is expected. Everybody appreciates a person who gives his very best.

#11. Share a secret with someone

When you allow another person to know what is stirring within you, giving them a taste of a plan or idea, you instantly make a meaningful connection with them. Who doesn’t want to know what’s going on in the mind of someone they care about? Even in everyday things, why not let the person to whom you’re talking know that you’re revealing it for the first time. That makes them feel special.

Sharing a secret means you are sharing valuable information, something they care about.

Sharing a secret makes people feel special. Tell it first to those you care about. It honors them.

Sharing a secret includes others in your journey. It’s an act of inclusion. Let people into your inner life. When people are “in the know” it increases the odds of a closer relationship.

#12. Mine the gold of good intentions

Do you ever struggle to give the people who hurt you the benefit of the doubt...to mine the gold of good intentions? Never jump to conclusions. Always assume the best. Giving others the benefit of the doubt is a choice! If we are suspicious of others, looking at the negative side, it actually makes any interaction with them worse. In general, you get what you expect from others. Take the high road, expect the best, and be blessed most of the time.

Believe the best about people – First check our attitude. If we don’t believe in the best of others, we will never believe in their best intentions.

See things from their perspective – Ask ourselves, how would I feel and what would I do if I were in this person’s shoes?

Give people the benefit of the doubt – We want others to do that to us, so we can give them the same courtesy. When giving someone the benefit of the doubt we are following the most effective interpersonal rule that has ever been written.

Remember their good days not their bad ones – Forgiveness is not an occasional act; it is a permanent attitude. The attitude with which we judge others, that we will also be judged.

#13. Keep your eyes off the mirror

If you focus on others, continually working to give them what they need, then you are able to keep your eyes off the mirror and serve others with dignity. We have to develop the HABIT of focusing on others instead of on ourselves.

Focusing on others can give us a sense of purpose – Success in life has nothing to do with what you gain in life or accomplish for yourself. It’s what you do for others.

Focusing on others can give you energy – Focusing on self actually drains you of energy.

Focusing on others can give you a sense of contentment.

- If you want happiness for an hour—take a nap.
- If you want happiness for a day—go fishing.
- If you want happiness for a month—get married.
- If you want happiness for a year—inherit a fortune.
- If you want happiness for a lifetime—help others.

You actually help yourself by helping others. Success in life has everything to do with what you do for others.

#14. Do for others what they can't do for themselves

There is a loftier ambition than merely to stand high in the world. It is to stoop down and lift mankind a little higher. If we have an “abundance mindset,” we never have to worry about running out, if we believe whatever we've been given is to be shared with others. The more we give away, the more we seem to get to give away. No matter how much or how little we think we have, we have the ability to do for others what they cannot do for themselves. Think in terms of these 4 areas:

Introduce others to people they can't know on their own – Be the bridge in people's relationships with others.

Take others to places they can't go on their own – Start with your family, your children, then friends, and colleagues. There's no telling what kind of positive impact it will make.

Offer opportunities they can't reach on their own – Small opportunities are often the beginning of great enterprises.

Share ideas with others that they don't possess on their own – What is the worth of an idea? Every product, every service, every business, every new invention begins with an idea. When you give someone an idea, you give them a great gift. Creative people love ideas. The more they give away, the more new ideas they seem to have. Creativity and generosity feed each other.

#15. Listen with your heart

The most important in communication is to hear what isn't being said. Listen for people's feelings not just their story or ideas. Learn to listen with your heart. To become someone who listens with their heart:

Focus on the person – Effective listening requires more than hearing the words transmitted. It demands that you find meaning and understanding in what is being said. Focus on the person not just what being heard.

Unclog your ears – There are potential barriers to effective listening.

- **Distractions** – phone calls, texts, TV, pagers
- **Defensiveness** – If you view complaints or criticism as a personal attack you begin to protect yourself, and will care little about what others feel and think.
- **Closed-mindedness** – When you think you have all the answers, you close your mind. When you close your mind, you close your ears.
- **Projection** – Automatically attributing your own thoughts and feelings to others prevents you from perceiving how they feel.

- **Assumptions** – When you jump to conclusions, you take away your own incentive to listen.
- **Pride** – Thinking we have little to learn from others is probably our most deadly distraction to listening. Being full of yourself leaves little room for input from others.

Listen aggressively – When we listen with our heart, our listening has to be active. Listen aggressively to pick up every good idea and feeling.

Listen to understand – Most communication problems happen because we don't listen to understand, we listen to reply. Our biggest mistake is to try to talk convincingly, to put our priority on our ideas and feelings. What most people want is to be listened to, respected and understood. Forget trying to get your own point across and put your energy into understanding the other person's point.

If we want to make others feel like a million bucks, then we need to listen. The moment people see that they are being understood, they become more motivated to understand your point of view. Listening with the heart produces a win-win situation in relationships.

Establish common ground – When a person disagrees with you, before you make your own point, articulate the other person's point. This quickly puts people on the same ground.

Realize that with time people change – Time changes all things including the human heart. There are certain change indicators in a person's life: 1) When they hurt enough that they have to change; 2) When they learn enough that they want to change; 3) When they receive enough that they are able to change.

#16. Find the keys to their heart...it's different for everyone

Key questions for those near and dear to you...Purposefully start with your family and those in your inner circle:

- **What do you dream about?** You can learn about people's minds by what they have already achieved, but to understand their heart, look at what they are dreaming of.
- **What do you cry about?** When you understand people's pain you can't help but understand their heart.
- **What are your values?** When people give you access to your values, know that you have entered the most sacred chamber of their heart.
- **What are your strengths?** What people perceive as their strength makes their heart strong.
- **What is your temperament?** Learn this and you will often discover the way to their heart.

“Turn” the key only when you can add value to that person. You have been trusted with that knowledge.

#17. Be the first to help

Go out of your way to be helpful, and when someone is in need, be the first to help. As Zig Zigler has said, “If you help enough people get what they want in life and you will have everything you want in life.” Whenever you are quick to help someone, it makes a statement. It's like leaving a calling card that they will never forget.

Make helping others a top priority. Help others be successful in whatever they are doing. Give them your best! Being helpful is one of the shortest distances between two people, especially when you are the first to help.

Forget about what's in it for you and think about how you can offer a hand.

- **Make yourself aware of other people's needs.**
- **Be willing to take a risk.**
- **Follow through once you begin to help.**

#18. Add value to people

Make this your primary purpose in life. How? Adding value to people is one of the reasons God put us here on earth. You cannot go wrong by helping others to live a better life or to reach their potential.

- Believe in them
- Speak the truth in love to them
- Stretch them beyond their comfort zone but not outside their gift zone
- Open the world to them through foreign travel
- Model leadership in both tough times and fun time
- Speak to others more highly of them than they deserve
- Consistently have their best interest at heart
- Allow them into your inner circle
- Treat them like a younger brother or sister
- Make sure they get to training and conferences
- Set aside time to personally mentor and coach them
- Give people freedom to risk and succeed and a safe place to fail and learn
- Pay people well

Adding value to others lives is not only a gift to them but is also a gift to us. They will in return keep adding value to our life. Forget about being a person of success; instead become a person of value.

#19. Remember a person's story

Everyone loves to tell his or her own story. You can make a great connection whenever you are with someone for a few minutes, by asking them to "tell me your story," because that time will focus entirely on him, his or her interest, dreams, uniqueness, disappointments, questions, hopes—their journey. While they enjoy the personal attention, we gain insight into the keys to their life. Most people have the ability to remember stories, even if they can't remember names or numbers. Remembering their journey and building on it is the greatest way to develop a strong relationship.

There are so many reasons for asking people to tell their stories:

- *Requesting* a person's story says, "*You could be special.*"
- *Remembering* a person's story say, "*You are special.*"
- *Repeating* a person's story to others say, "*You should be special to them.*"

Bring up some aspect of a person's story the next time you see him or her.

#20. Tell a good story

Stories stick, principles fade. If we want people to remember what we say, tell a story. Storytellers are magnetic. Develop the power to captivate your listeners:

- Enthusiasm – enjoy what you're doing and express yourself with joy and vitality
- Animation – lively facial expressions and gestures

- Audience participation – involve your audience in some way
- Spontaneity – respond freely to your listeners
- Memorization – no notes allow for eye contact
- Humor – humor interjected in both serious and sad stories
- Creativity – classic themes told from a fresh perspective
- Personal – tell in the first person
- Heartwarming – make people feel good for having heard your story

How to start practicing story telling:

- Start by sharing something you've experienced
- Tell it with the goal of connecting – put the focus on the listener
- Put your heart into it. Don't be afraid to show people you care about what your topic.
- Assume others want to hear it.
- Be energetic. Be engaging and go for it!

Research shows that those who use storytelling as a means of relating to others engender greater authenticity and self-esteem. It turns out their self-expression makes others feel good, and they feel better about themselves in the process.

Don't just relay facts, tell a story instead.

#21. Give with no strings attached

“Life's most persistent and urgent question is, what are you doing for others?” --Martin Luther King

Generosity is an extremely appealing quality. When someone gives with no strings attached, it really makes them feel special. People who enjoy giving with no strings attached usually exhibit two characteristics:

1. They have an abundance mentality. These are people give because they believe that if they give, they will not run out of resources. When we refrain from giving, with a scarcity mentality, the little we have will become less. When we give generously, with an abundance mentality, what we give will multiply. Those who give, create and make things happen. They are just as likely to give as to take because they are continually helping to create more for everyone. If you believe in abundance, that's what life will give you. If you believe in scarcity, that is what you will get.
2. They see the big picture. The progress they have made is because they realize that they are standing on the shoulders of those who have sacrificed for them and they want to do the same for others.

“We must be purposely kind and generous or we miss the best part of existence. The heart that goes out of itself gets large and full of joy. This is the great secret of the inner life. We do ourselves the most good doing something for others.”

#22. Learn Your Mailman's Name

“Remember that a person's name is the sweetest and most important sound in any language.”

--Dale Carnegie

Promise to remember someone's name – If they will allow you to take their picture on your phone, add their contact info. You honor people this way. Then review your pictures often. A person's name is his personal signboard to the world, his most intimate, distinctive possession. When you remember a person's name, it can make him feel like a million bucks.

“We should be aware of the magic contained in a name. The name sets the individual apart; it makes him unique among all others. The information we are imparting or the request we are making takes on a special importance when we approach the situation with the name of the individual. From the waitress to the senior executive, the name will work magic as we deal with others.” --Dale Carnegie

Remembering names can enhance your personal image, improve your style, and most importantly, increase your impact on others. When you take the time to learn the names of not only your clients and important acquaintances, but also the everyday people you interact with—such as your postal worker or neighborhood store owner—you go to another level of relational connectivity. To improve your skill with names:

Recognize the value of a name – When people care enough to know your name, you feel valued.

Use the S.A.V.E. method

Say the name 3 times in conversation

Ask a question about that name – how it is spelled, etc.

Visualize the prominent feature of that person

Und the conversation with that name

When memory fails try to recall the occasion or say “I remember you well, but your name has slipped from me.” Then use the SAVE method to help you.

Forget blaming your “bad memory” and exert some effort to remembering people’s names. A person’s name is one of their most valuable possessions.

#23. Point out people’s strengths

When we point out people’s strengths, we help them find and fulfill their God-given roles. We all need to thrive in our strengths, rather than spending all our time trying to work on our weaknesses. A self proclaimed “expert” will spend their time telling people what’s wrong with them or what they didn’t do right. These never win with people. Focus on finding people’s strengths and point those out to them. Here’s why:

Pointing out people’s strengths underlines their uniqueness – Most people have strengths that they rarely get to us. You may be helping that person discover the thing God created them to do.

People are motivated by their area of strength – When people work in their areas of strength, they don’t need much external motivation.

People add the most value in their strength zones – Narrow your focus activities down to working in your strengths. A successful leader finds the right place for themselves and tries to stay there, and then they help find the right place for others. We mustn’t look for the flaws, warts and blemishes in others; instead, look for their best. We must also tell them what we see. We can think the world of a person, but we must also tell them so. Point out people’s “success seeds” to them. Then fertilize those seeds with encouragement and water them with opportunity. Everyday look for what people do exceptionally well, point those things out to them! Every person in the world possesses the seeds for success.

#24. Write notes of encouragement

We all communicate by telephone, social media, cell phone, fax machines, email and Internet. In our hectic paced busy lives, who has time to correspond the old fashioned way? Yet the more convenient our communication becomes, the more temporary it is. When you see the thoughts of someone you respect written in his or her own hand, it really means something.

More than ever before, a handwritten note communicates that you care – that it comes directly from the heart, uninterrupted and uninhibited.

Notes represent an investment by the writer into the other person's life – This shows you value them and are willing and desire to invest in them.

Words have the power to give encouragement long after the writer has forgotten them – Make it a habit to write notes to people for the sole purpose of encouraging them.

#25. Help people win

You don't have to be rich, famous, or talented to help others win. You just need to care and do your best to help them. And know this: when you have the ability to help someone win, you will be that person's friend for life. Helping someone win is the greatest feeling in the world. *"I haven't met a person yet who doesn't like to win. And everyone I know who's made the effort to help others said it is the most rewarding part of life. It is one of the most beautiful compensations of life that no man can sincerely try to help another without helping himself."* If we want to help people win, we need to take the following steps:

Believe in people – *"Those who believe in our ability to do more than stimulate us, they create for us an atmosphere in which it becomes easier to succeed."*

Give people hope – It is something that gives us power to keep going in the toughest times, and its power energizes us with excitement and anticipation as we look toward the future.

Focus on the process, not just the win – If you assist him in the process, then you're not just giving him the victory; you're giving him the means for additional future victories. The only thing sweeter than a win is to win a whole bunch of wins. Understand that you can't help winning when you help others win. Nobody wins without help.

In closing...

Anyone can learn to win with people. All it takes is a belief in people and a sincere desire to help them. I hope you will embrace the 25 ways to win with people--they really do work. I suggest putting yourself on a twelve-week program for winning with people. Select 2 of the practices and do them everyday for an entire week.

If you do that, you will go through a process where you will:

1. Become conscious of that winning way works
2. Learn the basics of how to do it
3. Practice it until you master it
4. Begin to make it a habit

There's not a single one of these points you can't master.

Here's to your success: may you keep winning by helping others win!

--Donna Ehrlich