



GOODWIN  
DAVIS ACADEMIC  
CLUB

# How To Win Friends & Influence People

Principles By Dale Carnegie

*"The ability to deal with people is as purchasable a commodity as sugar or coffee. And I will pay more for that ability than for any other under the sun."*

*- John D. Rockefeller*

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## Part One: Fundamental Techniques In Handling People

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- 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.

### CHALLENGES:

1. Think of a recent time where you were critical of someone. Why might they have done what they did? What could you have done rather than criticize?
2. Give someone close to you a sincere compliment.
3. Think of something you want to do, but your parents won't allow. How can you reframe the discussion in terms of what they want?

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## Part Two: Ways To Make People Like You

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- **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.**

### CHALLENGES:

1. Engage someone in a conversation and learn something unexpected about them.
2. Listen intently during a discussion and smile genuinely when your partner speaks.
3. As soon as you discover that your partner has an interest in a topic that you're unfamiliar with, challenge yourself to ask at least 3 interesting open-ended questions before the conversation ends.
4. Find out something that your partner is interested in or has expertise.
5. Find out something that your partner is interested in or has expertise. Find 2 things that you admire about people with that interest, and do so sincerely.

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## Part Three: How To Win People To Your Way Of Thinking

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- 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.

### CHALLENGES:

1. You know with 100% certainty that someone is incorrect about a provable fact. They ask if you agree. Gracefully avoid an argument.
2. You strongly disagree with someone's opinion on any topic (band, movie, etc). They ask if you agree. Gracefully avoid an argument.
3. Your friend is missing an opportunity to make a good decision. Help him/her see another point of view by asking 5 related questions that are easy to say "Yes" to, and lead him/her to your conclusion.

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## Part Four: Be a Leader: How to Change People Without Giving Offense or Arousing Resentment

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- 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 "hearty 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.

### CHALLENGES:

1. Create 3 of Your Own Challenges!